



RecycleCT Financial Subcommittee
August 19, 2021
1:00pm-2:00pm via zoom

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Mission: To support research, education, and public information aimed at increasing the rate of recycling and reuse.

RecycleCT Foundation, Inc.
c/o 79 Elm Street
Hartford, CT 06106

MINUTES

Meeting was called to order at 1:07 p.m.

Those present: Brian Paganini, Jennifer Heaton-Jones and Suzanne Huminski
Recording is available

Revenue Strategies:

How does RecycleCT intend to generate more revenue? The subcommittee broke the possible streams into categories/buckets and discussed pros and cons.

- **Academic** – May not be a source of revenue but a source of partnership for education and outreach
- **Organizations whose charter provides funding to a variety of organizations who support sustainable initiatives:**
 - Sustainable CT
- **Industry:** Haulers, WTE, MRFs, Recyclers, Processors
 - What is the value prop for “Industry”?
 - What intrinsic value does sponsorship/donation have from the industry space?
 - Lower tip fees, lower contamination driven through better education?
 - MRF’s would gain heavily – better quality material
 - Industry specific initiatives, ie. glass, plastic.. “legislative initiatives of the day”
 - Haulers – could be “co-sponsorship”, ie. billboard co-sponsorship.
- **Environmental philanthropic**
 - Smart Seed
- **CT DEEP – The State in Connecticut**
 - Is there funding available from the State of CT to help support the mission of RecycleCT
 - State’s goals and desires (amidst a crisis) are drivers.
 - The State’s work around recycling falls much on RecycleCT; makes the case for State financial involvement
 - HRRR funded through small fees associated with waste movement.
 - Is there a way to generate dollars/revenue through solid waste management and recycling for RecycleCT?



- **Membership/Sponsorship** – Concern it adds another level of operation and expectations of services. What is the value providing the membership; this is the challenge?
- **Federal Funding** – to be discussed at the next meeting

Administrative support with financials

Do we hire someone? Outsource to third party like NERC? CT DEEP staff?

Budget

The budget is a product of the outcome of the above. The framework of the budget is basic but will be dependent on the revenue sources and what the organization can afford to support. The administrative support will also help support the infrastructure of revenue, so they dependent on each other.

Simple framework

Revenue:

- Based on the previous discussion

Expenses

- Website and IT Support
- Marketing Support (i.e. Decker)
- Education Collateral to public (printed material, billboards etc.)
- Administration
 - Admin or 3rd party consultant
 - Manage website & applications
 - Marketing & Outreach
 - Grant writing seeking revenue
 - Administer RecycleCT grants

Brian committed to looking further into more philanthropic organizations and to add more information to the buckets

The Subcommittee will meet again on Wednesday, September 15th at 2pm before the full Board Meeting on October 12, 2021, 3:00-4:30pm

Adjournment 1:57pm