



RSWA BOARD OF DIRECTORS
Minutes of Regular Meeting
September 23, 2025

A regular meeting of the Rivanna Solid Waste Authority (RSWA) Board of Directors was held on Tuesday, September 23, 2025, at 2:00p.m. at the Albemarle County Service Authority, (1st Floor Conference Room), 168 Spotnap Road, Charlottesville, VA 22911.

Board Members Present: Mike Gaffney, Brian Pinkston, Sam Sanders, Jim Andrews, Steven Hicks, Jeff Richardson, Jeffrey Dumars.

Board Members Absent: None

Rivanna Staff Present: Bill Mawyer, Phil McKalips, Lonnie Wood, David Tungate, Betsy Nemeth, Stephanie Deal, Deborah Anama, Jacob Woodson, Tanner Wright, Jeff Southworth, Westley Kern, Jennifer Whitaker.

Attorney(s) Present Valerie Long

1. CALL TO ORDER

Mr. Gaffney convened the September 23, 2025 regular meeting of the Board of Directors of the Rivanna Solid Waste Authority at 2:00 p.m.

2. AGENDA APPROVAL

Mr. Pinkston moved that the Board of Directors adopt the Agenda as presented. Mr. Andrews seconded the motion, which carried unanimously (7-0).

3. MINUTES OF PREVIOUS BOARD MEETING ON JULY 22, 2025

Mr. Pinkston moved that the Board of Directors approve the minutes of the previous Board meeting on July 22, 2025. Mr. Richardson seconded the motion, which carried unanimously (7-0).

4. RECOGNITION

There was none.

5. EXECUTIVE DIRECTOR'S REPORT

Mr. Mawyer stated that he would like to extend his thanks to the Albemarle County Service Authority and Mr. Lunsford, ACSA Executive Director, for hosting the Rivanna Boards for the next two years while they renovated their Administration building at Moores Creek.

Mr. Mawyer stated that first, they had their workload graph from the transfer station. He stated that in 2021, they had about 152 tons per day. Now they were transferring about 236 tons per day, a significant increase over four years. He stated that they were permitted to transfer 450 tons

per day, and they'd had two days recently where they exceeded 450 tons. He stated that the tonnage continued to increase over time.

Mr. Mawyer stated that a few months ago, the RSWA Board approved the organization's transition to a cashless payment system at the Ivy Solid Waste and Recycling Center (ISWRC). He stated that staff marketed the new system with several large banners at Ivy, McIntire, and the Southern Albemarle Convenience Center. He noted that they also had a press release to the media, which was sent to 61 emails and 18 news agencies to reach as much of the community as possible, and they had also had notices on their website and social media.

Mr. Mawyer stated on September 16, 2025, they celebrated National Information Technology Professionals Day. He thanked their IT staff, along with ACSA's IT staff, for getting them set up in the ACSA conference room. He stated that their team of eight professionals managed about 700 devices and over 80,000 supervisory control and data acquisition (SCADA) points and alarms, which they managed 24/7/365. He expressed his sincere appreciation for all that the IT team did for Rivanna and the community.

Mr. Mawyer reported that they had their e-waste special collection event on September 13, 2025, with 337 customers, 277 from the County and 60 from the City. He announced that this weekend they had the furniture and mattresses event, next weekend household appliances, and the following weekend the tire disposal event.

Mr. Mawyer reported that the company Brown Advisory came to the landfill to bag oyster shells again. He stated they also did the bagging 2 years prior as part of the United Way Day of Caring. He explained that shells were taken to the Virginia Commonwealth University Rice Rivers Center to put them back in the river to clean the water. He stated that they greatly appreciated the support from Brown Advisory. He continued to report that RSWA provided a dumpster for the Rivanna Conservation Alliance for a river cleanup during which they collected over 1,700 pounds of debris including tires, propane tanks and other items. He stated that RSWA took that waste to Ivy for disposal for the RCA.

Mr. Mawyer stated that their strategic plan priority of infrastructure and planning was moving forward as construction of the baling facility was ongoing. He stated that they had been clearing vegetation and pouring the concrete footings.

Mr. Mawyer reported that one of their employees, Betsy Nemeth, had announced her retirement, which she would be taking at the end of the year. He stated that she had spent almost ten years with Rivanna, so they would be celebrating her retirement in the coming months. He congratulated her on her retirement and looked forward to that.

Mr. Gaffney congratulated Ms. Nemeth on her retirement.

ITEMS FROM THE PUBLIC

Matters Not Listed for Public Hearing on the Agenda

There were none.

6. RESPONSES TO PUBLIC COMMENTS

There were no speakers; therefore, there were no responses.

73 **7. CONSENT AGENDA**

74 *a. Staff Report on Finance*

75 *b. Staff Report on Ivy Solid Waste and Recycling Center*

76 *c. Staff Report on Administration and Communications*

77 **Mr. Andrews moved that the Board of Directors adopt the Consent Agenda as presented.**

78 **Mr. Pinkston seconded the motion, which carried unanimously (7-0).**

79 **8. OTHER BUSINESS**

80 *a. Presentation: Solar Project Update*

81 *Phil McKalips, Director of Solid Waste*

82

83 Phil McKalips, Director of Solid Waste, reported that they were very close to having the solar
84 project at Ivy come to fruition. He explained that this was a process they started in 2017, so it
85 had been a long road. He stated that they could see where the development was inside the yellow
86 line on what they called cell 2 unlined. He stated that all the arrays in the solar development were
87 up, and the remaining work would be to put a fence around them. He stated that the fencing was
88 mostly complete, but they were working on the gates. He stated that Dominion was approaching
89 security for this as they would with any other power plant, so it was a very rigorous and involved
90 system.

91 Mr. McKalips noted that there were gaps between some of the arrays, which were areas where
92 there were gas wells in the original landfill cell. He stated that they blocked them out of where
93 solar panels were installed. He stated that they began this project in 2017 with a Request for
94 Proposals out into the market with the solar development companies. They received a positive
95 reply from Community Power Group. He stated that they had gone through several amendments
96 with the company, who ultimately proposed the project to the County and got a special use
97 permit.

98 Mr. McKalips stated that Dominion Energy purchased the project from Community Power
99 Group in 2023. He stated that the interconnections with the grid were going on currently. He
100 stated that Rivanna was paid \$800 an acre, and as the development was 13.875 acres, that was
101 about \$11,000 a year for 25 years. He added that there were two five-year renewal growth
102 options at the end of that, and they got a \$100,000 one-time payment when the solar farm was
103 operational.

104 Mr. McKalip stated that the development would generate about three megawatts of power, which
105 was roughly about 3,000 homes. He stated that likely one of the biggest benefits for them was
106 Dominion was going to take care of all the mowing, which was intensive considering the large
107 amount of land in the development.

108 Mr. Mawyer added that the 3,000 homes equivalence was a rough estimate he had obtained from
109 Google, and he just wanted to clarify that Dominion had not provided that number.

110 Mr. McKalips stated that Dominion would be responsible for everything, cleaning the panels,
111 reorienting them, and correcting any settlement. He stated that if the Department of
112 Environmental Quality came in and stated they needed to do complete repairs to the landfill cap,
113 they would remove their solar devices, repair the cap, and put their equipment back. He stated

114 that Rivanna had not lost any rights or responsibility for the cell itself, but Dominion's lease was
115 for management of the top of the cell.

116 Mr. Gaffney asked if the lease also included removal at completion.

117 Mr. McKalips replied absolutely. He stated that they were asked whether Rivanna could take
118 over the solar development at some point in the future, and Dominion stated no. He stated that
119 the gravel pads shown were where they were putting transformers and inverters. He stated that
120 the gravel pads were built up so that that equipment did not rest directly on the landfill cell cap.

121 Mr. McKalips stated that they could also see the stone gabions, which were baskets full of rock.
122 He stated that they were to act as a foundation and dead weight to hold the panels, so they did
123 not move in the wind. He stated that they did not penetrate the cap of the landfill. He stated that
124 outside of the development area, there was an additional pole yard where all the electric
125 interconnection devices and switches would be, which was located between the transfer station
126 and the flare and took up about an acre.

127 *b. Presentation: Financial Update; Year-end Results*
128 *Lonnie Wood, CPA, Director of Finance*
129

130 Lonnie Wood, CPA, Director of Finance, stated that before he got started, he would tell the
131 Board that numbers in this presentation were 95% audited. He stated that they usually waited a
132 little bit longer to get official liability numbers in from VRS, but this is generally what the year-
133 end true-up was going to be based on. He reported that they ended their fiscal year, from a
134 bottom-line perspective, close to what they had anticipated. He explained that they had
135 anticipated a \$4.235 million deficit, but they ended with a \$4.199 million deficit, which was only
136 0.8% variance on the favorable side.

137 Mr. Wood stated that in terms of how they got there, they had a 6% increase in their revenue
138 over anticipated amounts, and that generated additional costs. He stated that their costs were
139 about 0.3% over budget estimates. He stated that the revenue variance was the largest one, MSW
140 and construction debris, where they brought in about 1,600 more tons than they had budgeted,
141 generating \$149,200 in additional revenue. He stated that they also brought in clean fill, about
142 38,000 tons more than they had budgeted, bringing in \$129,800 more revenue than their budget
143 estimate. He stated that grindable vegetation had the same issue, as they brought in 7% more
144 tonnage, generating \$34,600 in additional revenue.

145 Mr. Wood stated that interest rates remained high during last year, generating \$58,000 more
146 revenue. He stated that revenue from recycled materials decreased, while their tonnages were
147 relatively flat. He stated that their largest revenue generator for recycled materials, cardboard,
148 experienced a price decrease of \$6.50 per ton on average for the entire year, resulting in a loss
149 over budget estimates. He stated that their service charges increased by \$32,000, which was \$1
150 or \$10 per ton, depending on the locality. He stated that additionally, their grants increased by
151 \$23,000, as they successfully applied for and were awarded two different grants this year. He
152 stated that the total variance in their revenue over budget was \$329,000, with a 1% variance in
153 their overall revenue.

154 Mr. Richardson asked if the two grants totaled \$23,700.

155 Mr. Wood clarified that was the amount over what they had estimated.

156 Mr. Mawyer stated that the total amount awarded by the grants was approximately \$63,000.

157 Mr. Richardson stated he was trying to understand how they ended up with more grant money
158 than they initially anticipated.

159 Mr. McKalips stated that it was a fee on sodas sold in the Commonwealth, so whatever the state
160 brought in, which may fluctuate, would impact the grant amounts.

161 Mr. Wood stated that the list of their variances and expenses over budget was provided in this
162 report as well. He reported that personnel costs were \$166,000 over budget; however, \$50,000
163 was a budgeting error and the rest was due to turnover, leave payout, and administrative
164 increases. He stated that engineering came in under budget by \$77,000. He stated they did not
165 spend as much on the Northern Area Convenience Center as they had anticipated, resulting in a
166 savings. He stated that equipment maintenance went over budget by \$71,000. He stated one
167 piece of equipment, a CAT 325, cost \$96,000 to repair this year.

168 Mr. Wood stated that the MSW contract disposal, related to the 1,600 additional tons brought in,
169 resulted in increased disposal and transportation costs, but they also generated more revenue. He
170 stated that fuel savings were \$95,800. He stated that although the fuel price was decreasing, they
171 were still consuming the same amount of fuel. He stated that IT subscriptions and support were
172 related to the charge capture system that landfills were going to implement in FY 25 were pushed
173 into FY 26, resulting in savings. He stated that facility maintenance was just routine, and they
174 spent \$88,000 on gravel for the roads, which went over budget slightly. He stated the remaining
175 variances total \$28,400. He stated that with the total budget variance over budget being
176 \$294,500.

177 Mr. Wood stated that the FY 2025 true-up was very close to their budget estimates. He stated
178 that this was governed by four or five different local government cost agreements between the
179 City, County, UVA and Rivanna. He stated they would complete the year with a refund of
180 \$18,700 to the County while the City would receive an invoice for \$3,300.

181 *(Motion and Vote to Recess the RSWA Board Meeting)*

182 **Mr. Andrews moved that the Board of Directors recess the RSWA meeting. Mr. Pinkston**
183 **seconded the motion, which carried unanimously (7-0).**

184 *(Motion and Vote to Reconvene the RSWA in a Combined Session with RWSA)*

185 **Mr. Dumars moved that the Board of Directors reconvene the RSWA meeting for a**
186 **combined session with RWSA. Mr. Pinkston seconded the motion, which carried**
187 **unanimously (7-0).**

188 *c. Presentation: Education Center Progress Report*
189 *Jennifer Whitaker, P.E., Director of Engineering and Maintenance*
190

191 Ms. Whitaker stated she would discuss the status of the new Education Center component to be
192 constructed and created as part of the Administrative building renovation and addition project.
193 She stated the Education Center process began in late 2023, as they were working on the new
194 Administration Building design. She stated that there were several points at which they paused
195 the building design and reconfigured it to better accommodate the Education Center.

196 Ms. Whitaker stated that they transitioned from a planning process, which involved capturing the
197 mission, scope and big ideas for the Education Center. She stated they wanted to convey to their
198 community and visitors who the Rivanna Authorities were and how they interacted with the
199 greater Charlottesville area. She stated that to achieve this, they formed a committee and worked
200 with a company called PRD, which specialized in museum curation and education center design.

201 Ms. Whitaker explained that PRD guided them through the process, helping staff move from
202 conceptual ideas to concrete design development, and into the final design phase, where they will
203 refine the physical layout of the facility. She stated that as she walked the Board through the
204 information today, she would ask that they please keep in mind that some of the work had
205 already progressed beyond what she was showing today.

206 Ms. Whitaker stated that they had the building layout for the new administrative building. She
207 stated that the Educational Center would be a two-story component within the building, and as
208 they moved to the schematic view, the Board could see the entrance to the building at the top of
209 the cutaway. She stated that visitors would enter the building through the lobby and then turn
210 right into the educational center.

211 Ms. Whitaker stated that they could make a counterclockwise rotation through the center of the
212 education area, potentially visiting the classroom space, which could be used as a wet lab for
213 demonstration projects and educational events. She stated that the space was also equipped with
214 public bathrooms, making it suitable for holding events and educational programs. She stated
215 they had to come up with a concept plan early on, identifying the key elements that were
216 important to their organization.

217 Ms. Whitaker stated that first and foremost, they wanted to create a welcoming space that would
218 make visitors feel at ease. She stated that the lobby space served as a welcome area, not only for
219 the Educational Center but also for the building and its functions. She stated that upon entering
220 the education center, the second space was the “past and present” space, which would tell the
221 story of how the RWSA and RSWA came to be and some of the historically significant events.

222 Ms. Whitaker stated that the third space was about water science, represented by the green area
223 that flowed through the center and along the edges. She stated that much of their work focused
224 on drinking water and its impact on their community, including how it moved through their
225 community and was treated for the betterment of the community. She stated that they wanted to
226 highlight this aspect. She stated that they also had a visual representation of the organizations
227 and their offerings as visitors left the educational center. She stated that as she mentioned, they
228 had the instructional space, a wet lab/classroom which would provide hands-on learning
229 experiences.

230 Ms. Whitaker stated that as they progressed through the design process, they brought in experts
231 to discuss typography, color, and overall aesthetics. She stated that they explored whether they
232 wanted the center to be playful, serious, or educational, and targeted specific grade levels and
233 audiences. She stated that a graphic specialist helped articulate their vision through simple
234 design, incorporating water and piping systems into the iconography. She stated that they also
235 discussed exhibit materials, considering touch, smell, and visual representation, particularly for
236 school-aged children.

237 Ms. Whitaker stated that while the designs were conceptual at this stage, they generally had
238 designed the layout so that when someone entered the lobby, one would see their reception desk
239 to the left and the welcome sign immediately in front, with a wave-like water action design. She

240 stated on the right-hand side, there was a graphic explaining why water mattered, including its
241 uses. She stated that through the glass doors was the Educational Center. She stated that there
242 was the past and present section, which featured Holsinger photographs and information about
243 the dams built in the 1880s, as well as pertinent local historical information.

244 Ms. Whitaker stated this space offered opportunities to discuss the significance of water in their
245 community and its relevance to their current work. She stated that as one continued through the
246 facility, one would notice a large map on the wall in front, which displayed the location of their
247 facilities, their interconnections, and how they tied into their community.

248 Ms. Whitaker stated the next section was their water science section. She stated this space was
249 made up of three separate kiosks with hands-on activities, and the ceiling featured clouds,
250 lighting, and colors. She stated that also, because it was two stories tall, visitors on the second
251 floor could look down into the Education Center through windows, adding interest to the space.
252 She stated the three kiosks focused on the water cycle, watersheds, topography, and water
253 testing. She stated that the water cycle was tied to the current sixth-grade science educational
254 standards, and students would be able to learn through hands-on activities.

255 Ms. Whitaker stated that they would also discuss water testing, both theoretically and through
256 physical tests at the kiosk. She stated that the next portion of the exhibit was the stewardship
257 wall, which explored how community members could be part of preserving water resources. She
258 stated that big-picture concepts would be visible from across the room. She stated that however
259 there were hands-on activities that discussed topics such as trash and recycling how to save
260 water, as well as fighting pollution.

261 Ms. Whitaker stated an inset would highlight some of their key working partners. She stated that
262 it would be a pipe wall with different cross-sections of pipes that would stand out from the wall,
263 allowing visitors to see who some of their key partners were. She stated that these displays were
264 three-dimensional, making them approachable by both adults and children.

265 Ms. Whitaker stated on the back wall was the entrance to the educational space, and the pipes on
266 the wall would feature their largest and smallest diameter pipelines in the system. She stated that
267 these pipes were designed to be impressive, with some being half or three-quarters of a person's
268 height, making them a striking feature of the space. She stated in addition to the water and
269 wastewater treatment processes, they would also have a visual representation of the water
270 flowing from the reservoirs to their homes and back into the river.

271 Ms. Whitaker stated that the exhibit in the middle of the room would be sliding screens, where
272 the graphics would change as you slid the monitor from left to right, highlighting individual
273 processes involved in both the water treatment and wastewater sides. She stated this interactive
274 display would allow visitors to see staff performing activities such as flocculation and
275 sedimentation, and learn more about water sources, conservation, and other related topics.

276 Ms. Whitaker stated the next section was about how water was used, which explored how water
277 fits into their community, including its use for recreation, water and sewer services, and
278 supporting various industries such as hospitals, manufacturing, and agriculture. She stated this
279 section would also provide context for activities like fishing, agriculture, and livestock, helping
280 visitors understand the broader impact of water uses in their community. She stated the final
281 section was their "Future" section, which aimed to leave a lasting impression on visitors and
282 provide an overview of their organization's work and goals. Ms. Whitaker stated they had

283 decided to make the latter section larger and the adjoining section smaller, allowing them to
284 highlight some of the exciting work being done.

285 Mr. Gaffney stated that he wanted to suggest that it would be particularly impactful to include
286 the whole 50 years of Rivanna history, including Jim Carpenter's photo of Sugar Hollow
287 Reservoir when it was mud. He stated that image would help to contextualize their work over the
288 past 30 years, highlighting the construction of reservoirs and pipes, and providing a visual
289 representation of their progress.

290 Mr. Lunsford stated that the way this was coming together looked phenomenal. He stated he
291 thought the potential for Rivanna and others to use this space to inspire the next generation of
292 water and wastewater, solid waste management professionals was there. He stated he was not
293 sure if there was a way to build enthusiasm around the available careers in this field, but he
294 thought that should be a consideration.

295 Mr. Gaffney stated that maybe that could be part of the "future" section.

296 Ms. Whitaker stated and she thought their intention was to convey that through photography. She
297 stated for example, in the water treatment section, they wanted to show how the different roles
298 and tasks were performed, so that as one looked at the images, they could see a mechanic, an
299 operator, and others doing their respective jobs, and that helped to highlight the various aspects
300 of the process.

301 Mr. Richardson asked if there was any private sector funding involved in this education center,
302 or if it was all public funding.

303 Mr. Mawyer stated the public water and wastewater customers in the community were currently
304 funding it, but they were exploring opportunities with private funding. He stated for instance,
305 organizations like Dominion Energy sponsored exhibits at the Science Museum of Virginia. He
306 stated they planned to pursue those types of partnerships.

307 Mr. Richardson stated that he would love for the staff to feel empowered to explore public-
308 private partnerships, even potentially a naming opportunity for the education center. He stated
309 that he would encourage staff to look for things like that. Mr. Mawyer stated that Mr. Gaffney
310 had suggested several months ago that they should explore sponsorship opportunities.

311 He stated that they visited the Loudoun Water education center recently and got a lot of good
312 ideas. He stated that the Loudoun education center had been in place for about 15 years and was
313 busy all the time providing tours.

314 Ms. Whitaker stated that additionally, frequently when school groups visited, including college-
315 age students, staff took them on a guided tour around the wastewater plant. She stated they were
316 also creating signage that would be placed around the plant, forming a guided tour of the site.

317 *d. Presentation: Rivanna Websites*
318 *Westley Kern, Communications and Outreach Coordinator*
319

320 Mr. Kern stated that his presentation was not nearly as serious or hard-hitting as some of the
321 others presented to the Board today, but that the Authorities' website and communication efforts
322 held a lot of weight in how the public viewed the organization. He stated that he would talk
323 about what they have completed over the last year and a half. He explained that the website

324 project started with their Strategic Plan in 2023. He stated that they refreshed the plan, and in it,
325 they identified five key priorities.

326 Mr. Kern stated that this project really hit on two of those priorities, the first being
327 Communication and Collaboration, which places the Authority in the forefront of people's
328 minds. He stated that the website was one of the first areas that interested parties look to when
329 learning about each authority. He stated that the other priority focused on Optimization and
330 Resiliency, aiming to improve efficiencies while modernizing how individuals interacted in the
331 digital realm.

332 Mr. Kern stated that the website was at the forefront of this ambition. He stated that however,
333 before they dove into the story, they needed to see where they were. He noted that their website
334 had really evolved over the years, and he had put together some screenshots of what it had
335 looked like in the past, including the most recent version. He stated that he thought it was
336 essential to look at the dates on the screen. He stated that it had been about a decade since they
337 last updated the website, and one must consider how technology has evolved since then.

338 Mr. Kern stated that the peak of the Blackberry period was around 2011, and that marked the
339 start of people using touchscreen smartphones to access the internet. He stated that at that point
340 in time, they had just updated their website, which was mobile-friendly, but not to the point
341 where the market was going. He stated that looking at the Strategic Plan of 2023, they took the
342 time to think about how to make the website better for mobile users.

343 Mr. Kern stated that last year, the team at Rivanna put together an RFP to solicit proposals from
344 outside agencies. He stated that they ultimately selected Red Orange Studio, who had a good
345 track record. He stated that they were looking for three things in the proposals: they wanted to
346 easily share information on their new website; they aimed to provide favorable user experience;
347 and they wanted to collect backend data, seeing how people used their website helped them
348 develop it as needs changed in the organization.

349 Mr. Kern stated that in June 2024, their team, led by Ms. Nemeth and Mr. Southworth, started
350 laying the groundwork and working with the contractor. He stated that they provided basic
351 graphics and formulated how they wanted the new website to look. He stated that he had
352 provided a few screenshots from the chats during this process. He stated that they could see in
353 the center of the screen that they were focusing on the layout and how visitors would navigate
354 the new website. He stated that they wanted to make it easier for the end-user to find what they
355 needed and to make it a seamless and positive experience.

356 Mr. Kern stated that on July 8, 2025, they launched the new website. He stated that he had
357 provided three screenshots of what it looked like. He stated that the most notable difference from
358 their old website to the new one was the separation of Authorities. He explained that the old
359 website had both Authorities combined, making it difficult to navigate. He stated that by
360 separating them out, it would make it easier to find information. He stated that they also made
361 the website more mobile-friendly, with cascading tile sheets. This helps it display more nicely
362 over a variety of platforms.

363 Mr. Kern stated that the new website also came with some new features, including search engine
364 optimization. He stated this helped the website populate better in Google search results. He
365 stated that they could add metadata, which allowed them to include descriptive keywords and
366 information, so that when someone searched for something, it would populate more prominently
367 in the search results. He stated that another key advantage was that they could see data on the

368 back end. He stated that for rivannawater.org, they had just over 1,400 unique visits to the
369 website, and that many of their visitors had come multiple times.

370 Mr. Kern stated that they also had information about desktop versus mobile access. He stated
371 that on the water and sewer side, it was evident that about two-thirds of users accessed it from a
372 desktop computer or laptop, while a third accessed it from a mobile device. He stated that mobile
373 access was a significant portion, and it was interesting to note that when they brought in solid
374 waste numbers, total mobile users jumped substantially. He stated that this helped justify the
375 importance of having the Authorities on separate domains.

376 Mr. Kern stated that 4,000 people had no interest in water and sewer; they were instead looking
377 for solid waste information. He stated that with this breakdown of information, they could begin
378 to understand what was different about these two groups of clientele. He stated that a lot of
379 people who were bringing trash, construction debris, or waste out to Ivy, were most likely not
380 sitting in front of a computer; but instead working out in the field.

381 Mr. Kern stated that having that mobile aspect really helped those individuals access information
382 remotely. The ease of obtaining information quickly allows end-users to make informed
383 decisions that can translate to an increased use of our facilities He stated that next, he would
384 briefly review the most popular pages on the websites, which helped them develop an
385 understanding of where people were going.

386 Mr. Kern stated that they had a couple of traffic peaks in August. When looking at these numbers
387 he could begin to correlate other potential communication channels that were driving traffic back
388 to the website. He stated that if they looked at the bottom chart, they could see how external
389 forces really drove interest and they were able to measure that on the back end. He stated that
390 with the upper chart, they could see the same effect. He stated that when they did a press release
391 and the news outlets covered it, they could see views jump on the website.

392 Mr. Kern stated that something interesting about the timing was that if they had a press release
393 on a Friday, the news outlets would not cover it until the following week. He stated that they
394 could see those delays in the web traffic. He stated that moving forward, this data could help
395 with studying alternative communication efforts. He stated that they had started using a service
396 called Email Octopus, which was a customer relationship management (CRM) tool that allowed
397 them to compile email addresses into neat databases.

398 Mr. Kern stated that a convenience associated with the service was the ability for third parties,
399 mainly the public, to sign up for newsletters which served their interests. The new CRM
400 automatically manages subscription services, enabling Rivanna to segment the subscriptions
401 when sending topic specific messages. He stated that while the website was great for providing
402 general information, the public could receive the information directly into their inbox. He stated
403 that this was a huge plus for Rivanna because prior to this, they were keeping email addresses in
404 Excel databases, which had become time-consuming and difficult to manage.

405 Mr. Kern stated that with this platform, they could have multiple logins and send emails to
406 multiple people, making it a nice central location to work from. He stated that members of the
407 board had already received press releases and other materials via this platform. He stated that in
408 addition to these conveniences, they also had metrics on the back end that they could measure,
409 such as how many people opened the email, which items were clicked, and how many people
410 unsubscribed. He stated that with this information it was providing insights into whether the
411 messaging was engaging, relevant, and/or if there was room for improvement.

412 Mr. Kern stated that in summary, they had made some significant leaps over the last year and a
413 half, and they had really stepped up their mobile interfacing, trying to bridge the gap where folks
414 in the field could access information quickly and easily. He stated that they had a ton of new data
415 metrics on the back end, which would help them improve future developments. He stated that he
416 was really excited to see what else they could tie into the site.

417 Mr. Gaffney stated that Mr. Kern and his team had done a great job of creating a great new face
418 for the Rivanna Authorities. He stated that they greatly appreciated it.

419 ***OTHER ITEMS FROM BOARD/STAFF NOT ON THE AGENDA***

420 There were none.

421 ***CLOSED MEETING***

422 There was no reason for a closed meeting.

423 ***ADJOURNMENT***

424 **Mr. Andrews moved that the Board of Directors adjourn the meeting. Mr. Pinkston**
425 **seconded the motion, which carried unanimously (7-0).**

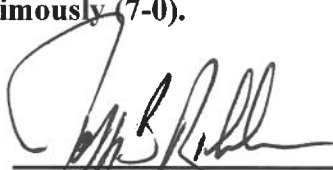
426 Respectfully submitted,

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Mr. Jeff Richardson
Secretary - Treasurer

