

**Tire Stewardship B.C.**  
**BOARD MEETING**  
Cambie Room, Parq Hotel Vancouver  
December 13, 2022  
Time: 9.30AM to 1.30PM

**DRAFT MINUTES WITH APPENDICES A,B,C & D**

*In Attendance:*

**TSBC Board**

Glen Ringdal, Glenn Maidment, Ken Rees, Mark Endersby, Tim Hollett, Norm Schmidt, Adrian Courtenay.

**TSBC Staff**

Rosemary Sutton, Joel Butler

Bianca for agenda items 9d) & e) and 10a)

**Guests**

Carol Hochu by Zoom for agenda item 9d)

**1. Call to Order & Chair's Opening Remarks @9:34am**

- Rosemary was unable to attend in person but linked in via Zoom for the first hour.
- Glen welcomed Joel Butler, TSBC's new Operations Manager and advised the board that TSBC has successfully filled the position of Finance Administrator, and the successful candidate, Dianne Yates, will be starting December 16, 2022.
- Glen noted that Carol Hochu, who is presenting via Zoom at 10:30am will be Glenn Maidment's replacement on the board as one of the two TRAC representatives, with the switch over happening at the April 2023 meeting.

**2. Call for items to be removed from the consent agenda to the agenda**

No items were removed but in response to a few questions about the content, the following comments were made:

- TSBC still finds incredible value in the CATRA harmonized compliance reviews, as do the businesses being reviewed.
- The Ministry of Environment and Climate Change Strategy (Ministry) has added to their list of tasks to look at stewardship agencies governance structures. The response from the stewards was not positive and as the stewards feel this overreach and outside of the Regulation.
- The Premier's recent cabinet shuffle did not result in a change of Minister at the Ministry.

**3. Approval of the consent agenda**

Motion: to approve the consent agenda as presented Moved: Adrian Courtenay Seconded: Ken Rees Carried

**4. Approval of the September 19, 2022 minutes**

Motion: to approve the September 19, 2022, minutes Moved: Norm Schmidt Seconded: Adrian Courtenay Carried

**5. Approval of the agenda**

Motion: to approve the agenda as presented Moved: Tim Hollett Seconded: Ken Rees Adrian Courtenay Carried

## 6. Correspondence sent and received

- **From Chair of UBCM** – a letter was sent to the TSBC Chair because of a resolution passed at the UBCM conference in September asking TSBC to deal with disposal options for the public in the Fraser Fort George RD, specifically McBride. This issue was dealt with long before the conference, so TSBC responded advising of such, including some content on educating the reader about the program. The Ministry was cc'd on both letters. There has been no response from the UBCM Chair or the Ministry since the letter was sent.
- **From Pacific Salmon Foundation (PSA)** – Email received asking about the availability of funding under the TSBC Grant program to deal with requests PSA receives for funding to do research related to the 6PPD issue. TSBC responded advising our grant program is not related to research.
- **From Public** – Questions received around 6PPD & safety of playground surfaces. Standard responses being crafted to ensure a singular message to these queries.
- **From Tyre Stewardship Australia (TSA)** – has invited Rosemary to speak at a forum being held by TSA in March on how the BC program operates – operational and regulatory. TSA currently runs a voluntary program, and they wish to adopt a program like TSBC.
- **Thank you letter from ART Event** – School Principal wrote a very nice thank you letter, and it was recommended that TSBC add this to our web site.

### *Action Item:*

- *Add a copy or snippet of the letter from the school principal to the TSBC web site (Rosemary Sutton)*

## 7. Treasurer's Report (Ken Rees/ Adrian Courtenay)

- The report was presented by Ken and Adrian. There was considerable discussion about declining reserves and the need to increase the ADF on the PLT category. Much of the discussion is recorded under agenda item 10a)

Motion: to accept the Treasurer's Report as presented Moved: Ken Rees Seconded: Tim Hollett Carried

## 8. Items for Information

### a) Market Development Committee update (Rosemary Sutton / Glen Ringdal)

**NWR** – hasn't responded to Rosemary's request for their report. With the purchase of Animat, NWR has gained access to significant research and development activities including the development of a cow mat. If successful, this may change the focus of what happens at the Abbotsford plant as this plant would service the west coast and Asian markets. NWR did have a fire at their Brantford plant with loss of inventory but no damage to the building, equipment or impacts on staff.

### *Action Item:*

- *Update the board if a report is received from NWR with content worthy to report (Rosemary Sutton)*

### b) Member Updates (Glenn Maidment, Glen Ringdal, Tim Hollett & Ken Rees)

Retail Council of Canada – Ken Rees

- Nothing to report as the local rep for RCC did not respond to Ken's inquiries.

New Car Dealers Assoc of BC – Glen Ringdal

- Supply chain still impacted so this continues to impact TSBC's revenue.

Western Canada Tire Dealers Assoc – Tim Hollett

- Tim is the new President. Membership is growing, which is very positive. Rosemary mentioned that TSBC is doing an article for Western Canada Tire Dealers Association's Tracker magazine on the grant program project at the Maffeo Sutton playground in Nanaimo. It will be in the first edition of 2023.

#### Tire & Rubber Assoc of Canada – Glenn Maidment

- Carol Hochu's presentation will address much of what is happening, but the issue was raised about the upcoming EU ban of using crumb rubber in fields along with a campaign that is gaining momentum to move to natural grass fields. Rosemary advised that only ~15% of Western's crumb production goes to the field market and that Western is working with a company to produce an e-layer of recycled rubber (like a thin mat) that would go under the artificial turf creating the same cushioning effect but would eliminate the use of loose rubber granules.

#### c) Across the Country (Rosemary Sutton)

##### CATRA Annual Members Meeting in Toronto Oct 31-Nov 2

- Rosemary attended by Zoom. The focus of the meeting was a review of CATRA and its current structure. The message came across loud and clear to simplify, reduce costs and focus on internal vs external needs. There will be a final report on the recommendations which will be distributed and discussed in the next few weeks, including the 2023 budget.
- Three external speakers: Michelin, US Tire Manufacturers Assoc and Scope 3 (Life Cycle Analysis project).
- Harmonized Compliance Reviews – all agreed this was an excellent approach, that it should continue and if possible, the number of reviews increased per year.
- PLT Eco Fee increases – none contemplated except for E-Tracks, moving from \$4 to \$4.50 for the PLT category.
- All provinces having to adjust transportation incentives due to rising costs.
- Newfoundland & Labrador is moving forward to process its tires in the province vs the current position where the tires are exported.

#### d) Presentation from the Tire & Rubber Association (Carol Hochu)

Carol joined the meeting via Zoom at 10.30am and the presentation is Appendix B distributed with these minutes.

Some questions / comments that arose during the discussion:

- Non reporting members – has this increased or decreased over the years? Carol did not have the data at hand but will report back. Carol also mentioned there is a new member and other potential new members.
- The market – any insight into the market over the next 12 to 24 months? Carol expects the next 12 months to be flat or the same as this past year. Supply chain issues and chip shortages continue to impact the market.
- Electric cars – will there be an impact regarding the increasing number of electric cars on the road? Carol advised this was not on the agenda with TRAC or other related industry partners but any insight would be shared with the board once known.
- How are the manufacturers handling all the issues surrounding the various issues, such as 6PPD, crumb in fields and TRWP. Are there preventive measures being looked at in the short term with longer term solutions also being considered? Carol advised that each of the tire manufacturer members have a global commitment to sustainability and are all aware of the issues and are contributing to research on these issues. The state of California has recently completed a study to better understand the chemical safety of tire material and

human health impacts. This report is due out in 2023. In addition, the USTMA is supporting research out of California on the impacts of crumb rubber granules in sports fields. On the matter of 6PPD and its impacts on coho salmon, there are still a lot of data gaps and trying to understand why coho are impacted in some areas and not others.

- Glen thanked Carol for a great and comprehensive presentation and acknowledged that TSBC is looking forward to welcoming Carol as a board member in 2023.

e) Public Relations Report (Bianca Bujan)

Bianca presented on the activities in 2022 and the presentation is Appendix C distributed with these the minutes. Comments and questions during the discussion were as follows:

- There was agreement that the radio ad was a good message and that TV in 2023 will help expand this message by visually painting a picture.
- The question around changing our name to Tire Recycling BC was raised again. There was significant discussion on this idea with some pros and cons discussed such as cost to do this, that it is a clearer message to consumers who typically don't understand the term stewardship etc. In TSBC's messaging, including press releases, the focus is on the term recycling with little mention or visual of TSBC. However, it is still important to make the connection, so the TSBC logo is included in ads or in the cases of press releases, there is a section at the end to explain TSBC.
- Unfortunately, the results of the TSBC survey as it pertains to the Ministry targets, were down from 2021. However, the results in general were down when looking at the omnibus survey conducted for all stewards. The key in reporting this to the Ministry is the actions TSBC will take to try and remedy these results, which are reflected in the 2023 budget numbers.
- Although radio has been successful, using these funds to increase the TV reach is recommended. This is coupled with the success the Used Oil program has had with TV. Concern was raised that people watching TV, tend to fast forward through the TV ads.

Bianca also had a presentation on the 2023 activities but due to a lack of time, this was not discussed but for the information of the board, the presentation is Appendix D and is distributed with these minutes.

**9. Items for Direction or Approval**

a) Audit & Investment Committee (Ken Rees)

2023 Budget was presented, which had been reviewed by the Audit & investment Committee on December 6. The discussion primarily focused on the following:

- The continued appropriateness of the PLT \$5 eco fee and whether it should be increased to reflect rising costs and the size and weight of the tires within the PLT category.
- The impacts of the 2022 deficit and projected 2023 deficit are driven primarily by increased incentive costs, loss of OEM revenue and loss of investment income.
- The board agreed that more analysis is required to determine if the current eco fee is sustainable, and if not, what should it increase by. During the discussion on the eco fee, our *raison d'être* should be part of the conversation.
- What remains uncertain is when the revenue may turn around as this will have an impact on the "when" and the "if". It was agreed analysis was required and this would be done in time for the next board meeting.

- If the OEM market resumes, this will change the outlook considerably.
- The reserve fund is a necessity but with this level of depletion it is critical we review the eco fee. The reserve has allowed us to endure the “rainy day” but is the rainy day a new reality?
- Given the level of investments the decision does not need to be made today.
- At \$5 we are already the highest in the country with no other provinces, excluding E-Tracks in Ontario, considering an increase to the PLT category.
- It was recommended and agreed to add \$250,000 to the grant program, as this element of our program creates significant positive PR and awareness of the program.

**Motion: to approve the 2023 budget as presented with the addition of the \$250,000 for the Community Grant Program. Moved: Ken Rees Seconded: Tim Hollett Carried**

*Action items:*

- *Adjust the 2023 budget to reflect the changes agreed upon regarding the grant program and resend to the Board (Rosemary Sutton)*
- *Prepare an analysis for the next board meeting on the appropriate PLT eco fee (TSBC staff)*

**b) Board Calendar (Rosemary Sutton)**

- Next board meeting is April 18, 2023. The location suggested was the Langley Coast. This meeting will include a dinner to recognize Glenn’s ‘retirement’ from the board.
- The Strategic Planning Session in July will include a facilitated session that will look at where TSBC is and where TSBC needs to go. This will help drive the short & long term strategy for all aspects of the program.

*Action items:*

- *Send out the calendar invite for the April meeting and investigate the Langley Coast as a potential option (Rosemary Sutton)*

**10. New Business** – no new business

**11. In-camera (board only)** – a session was held

**12. Adjourn @ 2:20pm**