



**Roof Coatings Manufacturers Association**

**Board of Directors**

**Teleconference Meeting**

**Draft Minutes**

**Thursday, July 2, 2009**

**1:00 p.m. - 3:00 p.m.**

**Dial-in: 866.210.1669**

**Pass code 3422609**

**Chair Presiding:**

**Brian Anthony, The Brewer Company**

Biff Smith  
Jonathan Dietzel  
Joe Mellot  
Chris Salazar  
Jeff Blank  
Skip Leonard  
Don Portfolio  
Chuck Fratianne  
Tripp Hyer

Ergon-Armor  
The SWT Group  
Garland Company  
Karnak Corporation  
SR Products  
Henry Company  
PRI Construction Materials Technologies  
FBC Chemical Corporation  
Gardner-Gibson

Jim Baker  
Reed Hitchcock  
Ron Jacobs  
Allen Weidman

Director of Industry Affairs  
Executive Director  
Venable, General Counsel  
Director of Sustainability

**Introduction and Opening Remarks**

Brian Anthony called the meeting to order at 1:00 PM EDT. He reviewed the meeting objectives and agenda.

**Review the Antitrust Statement**

Reed Hitchcock, reviewed the RCMA Anti-trust Guidelines.

**Approval of Minutes from January 20, 2009**

**MOTION: The board moved and seconded to approve the meeting minutes of January 20, 2009. (Portfolio/Mellott)**

**Motion Passes**

**MOTION: The board moved and seconded to approve the meeting minutes of September 19, 2008. (Portfolio/Leonard )**

Motion Passes

#### Staff Report

Reed Hitchcock, Executive Director, received the preliminary IARC Nested Control Study report yesterday and will provide further information on the report after it has been approved. There is continued work proceeding on the Asphalt Fumes Study per the report out by Art Sampson on June 18, 2009. He updated the group on RCMA staffing including the addition of Lauren LeMunyan who is doing some project work.

#### **RCMA Council/Committee Actions**

##### **Sustainability Committee**

Allen Weidman updated the board on the comments made to ASHRAE regarding 189.IP and RCMA's comments seemed to be received favorably due to the potential elimination of products from the market place. There will be an ICC code proposal from the group referencing the new standard.

**MOTION:** The council moved and seconded to approve the minutes of the April 19, 2009 conference.

**ACTION:** Staff should evaluate the potential energy saving in the various climate zones that would be mandated in the ASHARE 189.IP map and determine if the RCMA members agree with requirements.

**ACTION:** The sustainability council will work to develop an association value proposition for the membership to review by the next face-to-face meeting to determine if RCMA should proceed forward with an LCI or other sustainability analysis

Jim Baker, RCMA Staff, reviewed the actions, motions and recommendations of the June 18, 2009 meeting committee meetings that were held in Reno, Nevada. It was noted that the Associates Council and the Communications Committee did not meet at the June 18, 2009 meeting.

##### **Solar Reflective Coatings Council**

Jim Baker reviewed the SRCC

**MOTION:** The council moved and seconded to approve the minutes of September 18, 2008 (Guibault/Anthony). The motion passed unanimously.

**ACTION:** Brian Anthony and Steve Heinje volunteered to review the release and provide comments back to staff.

**ACTION:** Mr. Meyer and Kellen Communications will work to update the article and it will be sent through the RCMA Peer Review Process.

**ACTION:** A suggestion was made that an article should be written on budgeting and sustainability and how to use the DOE Calculators. The article would focus on where (location) and what (quantified) savings that can be achieved by the use of solar reflective roof coatings.

**Task Group:** Skip Leonard, Dan White, Andre Desjarlais (ORNL) and Kellen Communications should work to produce this article for the contracting community.

**ACTION:**

- Task Group—Allen Weidman, Jim Baker, Tom Meyer, & Steve Heinje
- Objective: Develop a marketing strategy, supporting materials (print/electronic/web) and relationships with the utilities to promote coatings to consumers and end users about the benefits of coatings both sustainable and energy efficiency and how to use them.
- Goal to have proposal for the September 30/October 1, 2009.

**ACTION:** Penny Gift volunteered to work with RCMA staff on reviewing the site content and determining an organization strategy on how to segment out end-user category to have pages specifically devoted to architects, engineers, home-owners, contractors etc.

**ACTION:**

- Task Force: Jim Baker, Tim Nelligan, and Chris Salazar
- Objective: Develop a power point for LEED Certification and Roofing Coatings. This presentation will discuss the benefits, science of reflectivity, sustainable attributes of the products and how to achieve the credits.
- Goal to have proposals for the September 30/October 1, 2009.

**ACTION:** Staff to develop a one page letter enumerating the efforts of the industry to the Energy Star Program Listing for Solar Reflective Coatings.

**ACTION:** Don Portfolio and Van Ripps will develop questions to go to energy star programs about harmonizing the CRRC program and the energy star program.

**MOTION:** The council moved and seconded to develop an ASTM Ponding Water Standard. (Meyer/Heinje). The motion passed unanimously.

**ACTION:** Mr. Anthony will contact NRCA and RRCI to discuss the option of a joint program and staff will investigate the cost to receive AIA accreditation.

**MOTION:** The council moved and seconded to recommend to the executive committee and the board to have a joint meeting of the leadership of the two organizations and develop a communication and collaborative strategy between RCMA and RRCI. (Meyer/Nelligan) The motion passed unanimously.

**ACTION:** The council recommended the Technical Committee consider adding a Tech Note on “Understanding Solar Reflectivity.”

**ACTION:** Staff will provide a proposed Fall meeting schedule working sessions incorporated in it.

Reed Hitchcock asked if there was any discussion on the ASTM Standard and the Joint Meeting of the RRCI and the RCMA.

There was a discussion about creation of the standard and it was thought that C8 W6 could be used as the basis.

**BOARD ACTION:** The board determined staff will develop and write and Executive Summary of the creation of the ASTM standard for future reference.

The board discussed the exploratory meeting option and Jeff Blank will lead the effort to conduct a summit meeting between representatives of RCMA and RRCI to discuss those issues that the organizations could/should collaborate on.

**BOARD MOTION: The board moved and seconded to approve the action items, task force formations, and recommendations of the Solar Reflective Coatings Council Meeting. (Blank/Portfolio).**

#### **Technical Committee**

MOTION: The committee moved and seconded to approve the minutes of September 18, 2008. (Anthony/Portfolio). The motion passed unanimously.

Task Group: George Daisey, Steve Heinje, Brian Anthony, and Melissa Russ and Jim Baker will work to revise the 6 Tech Notes.

ACTION: Brian Anthony will draft the understanding US DOT regulations Tech Note on transporting roof coatings.

ACTION: Steve Heinje and Dan White will draft the understanding solar reflectance Tech Note.

ACTION: Andy Romano, Mary Ellen Snow and Jim Baker will work with the Government Affairs Committee to draft a Tech Note on “Understanding VOC Regulations.”

ACTION: Staff will distribute the meeting notes and determine if RCMA should take further action by participating in subsequent conference call and meetings.

**BOARD MOTION: The board moved and seconded to approve the action items, task force formations, and recommendations of the Technical Committee Meeting. (Anthony/Salazar).**

#### **Government Affairs Committee**

MOTION: The council moved and seconded to approve the minutes of September 19, 2008 (Anthony/Leonard). The motion passed unanimously.

ACTION: Staff to contact Paul Beemer to assist with developing stock comments to be distributed to all California AQMDs.

ACTION:

Task Force: Van Ripps—OTC States; Penny Gift—LADCO States; Dan White—California; Steve Heinje—Western States; and Mary-ellen Snow—Mid-South and Canada.

Objective: The task-force will complete a review of all VOC regulations as they relate to the AIM and Adhesive and Sealants. Staff will provide the format and break down of regions.

Goal: Final update to be presented at the RCMA Fall 2009 Meeting.

ACTION: Staff will circulate the presentation of the summit for members to review.

ACTION: Staff will circulate the white paper to the membership once it is finalized and released.

ACTION: Staff will work with RCMA members to ensure accurate reporting in the correct categories to help verify the CARB 2008 Annual Report.

ACTION: Staff will report to the membership when further information is available on the reauthorization of the bill.

**BOARD MOTION: The board moved and seconded to approve the action items, task force formations, and recommendations of the Government Affairs Committee Meeting. (Blank/Leonard).**

### **Financial Review**

Reed Hitchcock, reviewed of May, 2009 unaudited Financial Statements and RCMA has collected 66.5% of the total budgeted income. \$30,000 has been collected through staff phone calls regarding dues payments and no company has indicated that a membership will be dropped. WP Hickman will now be Viridian and is rejoining. CreaFill is a new associate member. Administrative expenses are tracking at 24.8% of total budgeted expenses. Management and support services for Kellen are tracking to budget.

Tripp Hyer questioned why dues receivable are not on the balance sheet and that the board will need an accounting. Staff informed the board that dues receivables are not considered to be on the financial statement because they are considered voluntary contributions.

**ACTION: Staff will send a copy of the amount of dues outstanding.**

**ACTION: There was a discussion that staff will work with the legal to determine when counsel needs to attend RCMA meetings.**

**Board Motion: The board moved and seconded to approve the Treasurer's Report. (Anthony/Portfolio)  
Motion Passes**

### **Other Business**

#### Lobbying Proposal

Jim Baker reviewed the issue that was brought to staff by Henry Company about including roof coatings as part of the tax incentive rebate for residential consumers. Reed Hitchcock reviewed Craig Brightup's proposal which equates to \$12,000 (this is broken down to \$200 per/hours with 10 hours per month) for the lobbying of this effort through December 21, 2009.

There was a discussion about the metrics of success.

ACTION: Staff to circulate the letter to the board and the board will approve the one page document before sending.

BOARD MOTION: The board moved and seconded to approve the Brightup Proposal. RCMA Staff will approach RRCI to see if they consider funding. (Salazar/Anthony).  
Motion Passes Unanimously.

#### RCMA Website

Reed Hitchcock reviewed the member comments about the RCMA website. Brian Anthony commented that the website fees through Kellen Interactive.

**ACTION: Blank, Gift, Salazar and Baker develop an RFP for the RCMA website redesign and hosting. Board members will email by Friday, July 9, 2009.**

### VOC and Reflectance Maps

Reed Hitchcock these will be part of the new web-redesign by September 2009.

Brian Anthony referenced the 189.1P reflectance map and suggested the RCMA adopt and referenced the ASHRAE 189.1P, if the RCMA can make suggested revisions through the process.

### 2010/2011 Meeting Format/Venues

Hammick and Sawgrass (Jacksonville, FL) and golf on property.

Late February/ Early March in a non-resort hub city—Abbreviated format.

### Asphalt Fumes

Reed Hitchcock will be attending the health symposium in Rome, Italy on asphalt fumes.

ACTION: Hitchcock to send a note to Sampson stating a job well done.

### **Action Summary/Adjournment**

Brian Anthony reviewed that the next meeting will be held September 30 through October 1, 2009 at the Hilton Mark Center, Alexandria, VA.

The meeting was adjourned at 2:39PM EDT.