

MAB Meeting Minutes  
January 28, 2016  
DPW Meeting Room  
Northampton, MA

Accepted as presented t the March 24, 2016 meeting.

Present: John Alphin, Jan Ameen, Veronique Blanchard, Kathleen Casey, Tracy DeMaio, Amy Donovan, Steve Ellis, Arlene Miller, Jacob Seldin and Susan Waite.

Guest: Christina Ferrera, Project Director, City of Springfield DPW

#### Agenda:

Tracy DeMaio, Chairman, called the meeting to order at 10:10AM

- A. Meeting Minutes: The minutes from the December 17, 2015 meeting were approved (Jan/Kathleen) as corrected.
- B. Public Comments: There were no public comments offered.
- C. MRF Related Issues: Mike Moores was not present. Steve offered information about the MRF operations and that included:
  1. The markets are flat.
  2. Operations are running incredibly smooth. There have not been any rejected loads from any MRF town, due to contamination, in over 6 weeks.
  3. The new paper sorting and baling line at Birnie Avenue is working very well.
  4. The July-December 2015 MRF payment checks are ready to go. Steve needs to recheck them before sending them around.
  5. Arlene brought up the “milk carton recycling policy.” This policy was written several years ago and it was noted recently that some of the language is not clear and perhaps inaccurate as it applies to the mix allowed in the clear bag. Arlene agreed to make some initial revisions for consideration and to circulate those among the members before the next meeting.
- D. Treasurer’s Report: Jan discussed a few issues but did not distribute a written report. She is working on tracking down the \$5,000 due to the MAB in public education dollars to be paid by MassDEP. Steve clarified that this is a done deal and transferring the money is a simple housekeeping exercise that is slowed down as a result of lack of staff.
- E. Education and Outreach Committee reports: Tracy and Amy reported on the new items to be included in the packet for this project and they included:
  1. A Bill insert: A sample draft of the “bill stuffer” was circulated for review. By consensus, all agreed to the design.
  2. Bulky Rigid Plastics sign: A draft copy was circulated. There was a discussion about items and colors. Suggestions will be brought back to Nancy Turkel for consideration.
  3. A draft “dirty dozen” sign was circulated. There was considerable discussion about layout and verbiage. It was agreed to use “most unwanted” and to add “keep out of recycling.” Other design suggestions were offered as well.
  4. Cafeteria Recycling Signs: Drafts of cafeteria recycling signs were circulated. There was a general discussion. Ideas for additional graphics were also discussed.

The committee listened patiently and agreed to incorporate many of the suggestions into the next draft. It is their goal to have this ready to go to communities before Earth Day 2016. All agreed that the committee is doing a great job!

- F. 2016 RRR discussion: All agreed that the 2015 RRR produced by the Hampshire Gazette was fabulous. However, the RRR product produces by the Republican seemed to reflect a lack of commitment on the part of the paper. It was decided by consensus to only work with the Gazette in 2016 on the RRR. Every effort will be made to include Hampden County information in the “community information” and “What to do With” sections. In addition, it was agreed to ask the Gazette to include over/extra runs in an amount yet to be determined and the MAB will offer to pay for those.

- G. MRF Video: There was a general discussion about the production of a MRF video. Arlene had mentioned that Greg Cooper suggested that the MAB submit a proposal to DEP for funding for a new MRF video and it was likely that DEP would fund it. All agreed we need an updated MRF video but that this new project should wait until both the public education campaign and the RRR are completed.
- H. Website update: Amy reported that all is going well with the website. The web master and Amy are able to keep up with routine edits. Two items that need some attention are the “community information” and the “What to do With” areas. Board members were asked to check the community contact information on all towns that they represent and send the corrections to Amy. This should be done by the next Board meeting. The second task will take place as part of the 2016 RRR production.
- I. Blue Box News: There was a general discussion about how to improve and better use this newsletter. Some expressed that perhaps it had outlived its usefulness. In addition, not having the input from Justine has made a big difference on the newsletter. This discussion will be continued at the next meeting.
- J. Other: Tracy brought up the idea of creating a survey to all MRF communities from the Board to ask “what it is that they need.” The idea is to help us better direct our resources to help the towns we represent. There was some feeling that surveys don’t work. Perhaps this same question could be ask by MAB Board members when they are contacting their towns about the website information? It was agreed that doing the two tasks at once made the most sense.

The meeting was adjourned at 11:30AM.

**Our next meeting is scheduled for March 24th at 10AM in Northampton. Please let Arlene know if you are not planning on attending.**

Notes taken by Arlene C. Miller

