

MRF Advisory Board (MAB)

Meeting Minutes

Date: March 23, 2017

Location: Northampton Department of Public Works Meeting Room

Present: John Alphin, Jan Ameen, Veronique Blanchard, Jamie Cahillane, Kathleen Casey, Tracy DeMaio, Amy Donovan, Steve Ellis, Cristina Ferrera, Arlene Miller, Susan Waite, and Heather Wasilewski

Guest: Mike Moores, Springfield MRF Plant Manager

Agenda:

Tracy DeMaio, Chair, called the meeting to order at 10:00am.

- A. Meeting Minutes: The minutes from February 23, 2017 were approved (Jan/Susan) with minor corrections.
- B. Public Comments: There were no public comments offered.
- C. MRF Operations: (Mike Moores)
 - a. The ONP index is up for March. March revenue share will be higher than February's. Fiber is at \$100/ton and OCC is at \$180/ton.
 - b. Operations have been good with only 1 shutdown due to a snowstorm on 3/14. They have been dealing with some frozen belts due to the cold.
 - c. Heather asked about the difficulties posed by high winds.
 - d. Tracy gave notice to Mike that beginning 7/1 Agawam is changing to single stream recycling, and Arlene mentioned that 5/1 Chicopee is also changing to single stream.
- D. Treasurer's Report: (Jan Ameen) The MAB has received the check from Waste Management for Springfield's public education funds. We received \$8 more in interest than expected. Otherwise we are on budget.
- E. 2020 MRF Contract Subcommittee: The sub-committee presented its responses to DEP's question on the MRF rebid and the board discussed those responses and concurred. A written report will be presented to the board and to DEP prior to the next meeting.
- F. DEP Updates: Heather promoted the upcoming SMRP grant webinars and the MassRecycle R3 conference. She spoke about the customizable, open-source artwork that is available to communities in the Recycling IQ Kit. There are pre-designed banners, newspaper ads, postcards,

signs, and tags. All are available for communities to use for no charge. Digital files are located on the MassDEP website.

G. Reduce, Reuse, Recycle Guide Update:

- a. (Arlene, re: The Republican) Articles are submitted and the work is done. Good job everyone. "The What to Do With ..." guide is used by many towns on their websites.
- b. (Amy, re: Daily Hampshire Gazette) They are working on a new page titled Recycling Room by Room. This is based on the Room by Room flyers developed by the MAB Education Subcommittee and currently posted on our website for download. This will replace the long-running RRR North feature "Recycling is Happening in Western Mass." Also Amy and Susan are working with the Gazette to redesign the MRF ad that runs in RRR.

H. Website update: Tracy read a counter reaction from our current webmaster. A motion was unanimously approved (Jan/Arlene) to hire him to upgrade our website so that the content management system works properly.

I. Radio Ads: Susan reported that the radio ads are in development with Chris Prew of Advertising That Works. There will be three topics:

1. Don't bag your recyclables
2. Don't recycle bags with containers
3. Avoid wish-cycling

Chris mentioned that arranging for multiple forms of advertising at the same time will make an ad campaign far more powerful.

J. Other Business: None

Meeting adjourned at 11:30

Next Meeting 4/22 at 10am

Minutes recorded by Heather Wasilewski