

MAB Meeting Minutes
October 26, 2017
Northampton DPW Conference Room

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

Guest: Mike Moores, Springfield MRF Plant Manager

The meeting was called to order at 10:05 AM

Public Comment Period No members of the public were present.

September 28th Meeting Minutes

Mike moved to accept the minutes with minor amendments; Jan seconded. The vote was unanimous in favor with three abstentions.

MRF Operations / Markets Update

OCC dropped \$15 and ONP dropped \$20 (#56) so revenue share will be at floor rate for October. Movement is the good news – quality is good at MRF. Arlene mentioned WM sent a memo about China National Sword which specifies .3% contamination as the new target. Kathleen asked if a town has a rejected load if they will be notified– Huntington says they were billed for rejected loads in July and it may be a mistake. The MRF's contamination rate is under 2% going out. Plastics are staying the same price wise, and are all domestically marketed. Some of the paper gets brokered overseas. DEP is putting a policy together to allow MRFs to store paper longer and in greater quantities because of the current market situation. Current deadline for cumulative speculation is 90 days.

Treasurers Report

Jan reported not much changed – and balance is roughly \$135,000 in the FY 2018 Budget.

Education & Outreach Committee Projects

Education and Outreach Campaign

Tracy said three communities have sent back their forms, and asked the MAB to contact member communities to make sure they have received notification. Two communities said they no longer want the bulky rigids plastic signs – Greenfield, and Agawam will no longer be doing bulky rigids. No municipality has responded as yet to wanting replacement signs. If everyone orders it could come to \$68,000. Arlene asked if more items could be ordered for MRF tours and the MAC. Tracy said we have some items left from last year. Republic had ordered 8,000 trifold and Tracy asked how they were going to distribute them. They kept 2,000 and will

have drivers leave in cart covers and the rest came back to Tracy. Eric Duseau wanted 2,000 and Tracy will give those to Jan to distribute to Quadcom.

Amy mentioned a toter was added to the bulky rigid sign. A discussion was held about metal being removed and that information being added to the sign. Garbage cans and toters do not need to be cut up for the revised bulky rigids specifications.

Website - update

Amy reported that the website is close to completion. In her town by town listing review Amy mentioned that the solid waste information is often buried in town's websites so she is asking if she should list both the town website and also the subpage. Steve mentioned that in the 'contact us' link on the MRF website the emails which come to him do not have a place to identify the town the resident lives in, and asked that this be added to the form. After discussion it was decided to just include the main town website. For the email we will include the contact for recycling; the more generic the better.

Radio Ad – update

Mike and John and Barry Searle redid the jingle based on last month's suggested changes, and gave three versions. 'Reduce, reuse and recycle, take the time to recycle cause we only have one Earth'. Most versions were 7 seconds. The website address will be mentioned in the body of the text and not the jingle itself. In order to get a contract signed, we need to say how much money we will spend. The MAB had approved producing three separate jingles. Susan explored the idea of doing two campaigns, one in fall and one in spring. She also made a map of Rock102, River 93.9, WSBS 94.1 and WBEC 1420. For Rock 102 one campaign 9 times a week over 3 days will be \$780 per week. The River is \$485 per week 13 times over 4 days. The Berkshires is \$632 per week for the two stations 5 times over 7 days. Combined is \$1,900 per week, so for five weeks would use up the \$10,000 budget for this campaign this fall. Afternoon and morning commute is the desired market and the MAB will do all three ads during the five week campaign. Amy mentioned that the new website needs to be up by the time the radio ads play.

DEP Updates

Veronique is the new MAC, and her seat as a Hampshire County representative is now open. Barry Searle is interested in joining the MAB again and the MAB will reach out to him.

Steve said there is a draft RFP going around and by next meeting he will have some more updates on the RFP process. He would like the consultant to stay on after the RFP process to help with getting the communities on board. He also mentioned that assuming there will be a tip fee in the new contract, will there still be a public education fee? Mike asked is that something the new vendor could possibly contribute instead of the fee being taken out of the towns' cut, which would reduce administration and billing, etc.

Other Business / Announcements

Arlene mentioned the agenda for the MRC meeting on November 7th; Tina Klein and Dawn Quirk will be giving updates on annual survey and RDP, Tracy will discuss Agawam, and Barry Brouillard will discuss Chicopee's program.

The meeting was adjourned 11:30 pm; next meeting is to be held Nov 30th.

Respectfully submitted,

Veronique Blanchard

Clerk