

MAB Meeting Minutes
January 25, 2018
Northampton DPW Conference Room

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

Guest: Mike Moores, Springfield MRF Plant Manager; Ron Wilson, Automated Plant Manager.

The meeting was called to order at 10:04 AM

Public Comment Period No members of the public were present.

Review and approve previous meeting minutes

Mike moved to approve the minutes as amended, and Jamie seconded the motion. The vote was unanimous, with Amy abstaining.

Treasurers Report (Jan)

Jan reported that the MAB has spent a fair bit of money recently. The radio ads playing in the Berkshires are all paid up, and \$3,800 of \$10,000 set aside for the other ads in Northampton was paid. The Franklin County credit card has been used for MAB business to cover the radio ads and education materials and Jan is concerned that the amount is rather large for FCSWMD to carry on a credit card. Amy suggested getting a credit card for the MAB. Jan can call the bank to see about getting a credit card. Arlene and Tracy wondered if companies can treat us as a municipality and invoice the MAB instead of prepaying. When MAB checks are written they go through the Hampshire County COG and therefore there is always a delay in payment. Timing is really our issue, so going forward we should plan well ahead.

MRF / Automated (Mike Moores)

a. Operations: Last month has been challenging due to the weather, things have been slower due to wet material. Production is high, with 90% up time (running time) 10% of down time. The MRF is processing about 100 tons per day.

b. Recycling Markets: Pricing has not moved for commodities, numbers are flat and the same as last month. Bulky rigids coming in have reduced in quantity and increased in quality. Materials are still moving. Waste Management has gotten markets in other locations like India and South Korea, and some domestic companies are taking material again. The Erving mill is the only local MA paper mill. Mike Pattavina asked about single stream technology and why the processing technology hasn't caught up with quality concerns. Glass in cardboard and news is the most difficult issue in single stream. Examples of newer technology were given, such as one

plant in CA which runs 70 tons per hour, which is incredibly fast. Single stream technology is available but the investment in infrastructure is so expensive that it's hard to justify. Jan mentioned that having a shaker up front in the line would get the glass out first.

c. Contamination Levels – are at 2.5% for the year at the Birnie Ave. facility.

Automated (Ron Wilson) – China is really affecting single stream. Automated loads incoming single stream loose and sends in trailers to other single stream plants. All over there is a slowing down of equipment to attempt to reduce contamination to .05%. Automated audits five single stream communities periodically. They take roughly 200 lbs and someone sorts out into labeled barrels and then weighs everything individually and record in a database. This is done five times a month. Results were in the 3-5% contamination range.

DEP Updates (Steve)

a. Recycling Markets: Statewide DEP has issued a number of waivers. Waste Management has come in twice because Automated couldn't move tonnage to Avon or Billerica and 346 tons has been disposed of. All MRFs are slowing down lines which reduces capacity. There have also been issues due to weather which also slows down lines and therefore capacity. Jan asked how much single stream has been sent to disposal statewide? Steve will follow up to find out.

b. MRF Contract: The consultant RFP was posted to 10-12 pre-qualified vendors, and the response is due Jan. 28th. There is interest, and Steve thinks at least 2-3 will respond, and then they'll review the consultants to choose one. There is a review process outlined in the bid. The hope is to have someone on board by March.

Arlene mentioned that Casella took over Complete and UMM, and will probably bid on the MRF.

Education & Outreach Committee Projects

a. Radio Ad update (Susan) The ads are playing, and the radio stations send a monthly listing of when each ad plays. Jan brought the statistics for MRF website hits, we went from an average 3500 monthly hits to over 9000 in December, so the sense is that the ads are making a difference. Amy mentioned that the new website was live on December 13, the same day the radio ads began.

b. Education and Outreach Campaign: (Amy) – Amy gave the committee an update on the distribution of the educational materials to those communities which had ordered them. Susan suggested we create a 'how to make your holiday more recyclable' theme - for instance if people

understood that foil is a problem for recycling and foil cards and wrapping papers must be thrown away, they may shop for non-foil paper and cards.

Arlene moved that we commit to the second run of ads and set aside the same budget amount for it and Jan seconded. The motion passed unanimously. Jan wondered if we should switch to the evening commute time for the next rounds of ads since the first round play during the morning commute. Kathleen wondered if it would be interesting to compare the results from morning to evening commutes. There were also questions about whether or not the MRF sees a difference in the amount of plastic bags coming in to the plant.

Jan mentioned that doubling the points seems to have helped with the education materials grant in that more orders were placed.

c. Reduce Reuse Recycle Guide: (Arlene) – Planning teams for the RRR guide meet tomorrow with Gazette and on January 30th with the Republican. Arlene asked if members had themes in mind to use, Susan suggested an article about the MRF vis a vis China Sword because our MRF uses more local markets. Mike suggested we talk about WHY our contamination is low. Mike said we should promote our low contamination rates. Jan said it's about pride, and we want to pass that on – to cheerlead. Susan said it's reassurance about local markets. Steve said it's so fluid right now that it's best not to focus on local markets. Susan suggested that it's a good time to echo to the radio ads. No wishcycling, no plastic bags, etc.

Mike P moved that we put an ad in each of the RRR editions at the same amount spent for each last year within ten percent, Arlene seconded the motion and the vote was unanimous.

MAC Update (Veronique)

- 1) Outreach points: Veronique mentioned that DEP in Boston has verified that the MRF radio ads and the RRR guide each count as one of the four activities required for the Outreach points in RDP. This means that each MRF community is already half-way towards their four activity requirement.
- 2) Radio Ads: Veronique asked if the ads could be provided to other municipalities in Massachusetts to use in their own education campaigns. Jan mentioned that the MAB owns the ads. The consensus was that they could be made available.

MAB Seat Representation

Three vacancies, two in Berkshire, one in Hampshire. Tabled until next meeting.

Other business

None

The meeting was adjourned at 11:43 pm

Next meeting is February 22nd.

Respectfully submitted,

Véronique Blanchard

Clerk