

MAB Meeting Minutes
March 22, 2018
Northampton DPW Conference Room

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

The meeting was called to order at 10:03 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 Arlene seconded the motion. The vote was unanimous.

Treasurers Report (Jan)

Nancy Bobskill's invoice for tours given was the only invoice paid since the last meeting. Invoices from the next cycle of radio ads will be coming in soon. Since October the MAB has spent about \$36,000, which includes both the education project and the radio ads, and will spend another \$12-\$13,000 for radio ads for this next cycle. The carryover will then be down to about \$80,000.

DEP Updates (Steve)

a. Recycling Markets: Clear glass from the MRF is still going to Strategic, and some of the single stream from Automated has been going to USA's MRF in Connecticut.

b. MRF Contract: The consultant contract RFP received three responses; one was discarded for lack of care in presentation, and the remaining two responses were rather technically oriented, very focused on evaluating the equipment at the new facility. DEP held telephone interviews with both respondents and are very close to making a decision. Arlene asked what are the next steps for the board? Steve said they want to clarify the scope and then have the consultant make contact with the board for input. There will be a schedule of deadlines included.

Cristina explained about a pilot program in Springfield for reducing the size of the trash barrel from 96 to 65. Springfield's recycling cart is 96 gallons, and under the proposed pilot program pickup would change from biweekly to weekly. Cristina asked for guidance with respect to contamination concerns. Steve suggested that Cristina let Mike Moores know that the pilot might be happening.

Education & Outreach Committee Projects

a. Radio Ad update (Susan): The new session of ads is currently running; they began March 15th and will run until April 28th. One change that was made from the last time they aired is the frequency of each of the three ads. The first session of ads was split equally among the three; now the plastic bag ad is running 60% of the time and the other two ads are running at 20% of the time each. It was decided to keep the airing times during the morning commute, from 6-10 am. The River's schedule is Wednesday through Saturday, Rock 102's schedule is Thursday through Saturday and in Pittsfield the ads run from Wednesday through Saturday. The jingle was also re-recorded and is now much clearer in quality.

b. Reduce Reuse Recycle Guide (Arlene reporting for the Republican version) The deadline for submissions of materials to the Republican is March 29th. The subcommittee submitted three ideas for feature articles, 1) Hartsprings, 2) Big Y, and 3) STEM middle school. Unlike with the Gazette version where the MAB subcommittee members write the articles for submission, the Republican staff takes ideas from the MAB subcommittee and writes the articles themselves. The

Republican will provide the MAB with 500 extra copies. Arlene mentioned the revision to the Most Unwanted poster, which will be submitted for the RRR guide. The revision is the inclusion of individual pictures clipped from the original poster to be added in front of each text explanation of why that material cannot be recycled through the MRF. Additional time would be required from Nancy Turkle, who has the images, to download and provide them to the MAB through Dropbox. Jan moved and Jamie seconded a motion to hire Nancy Turkle for approximately \$50 to send the images to Dropbox for use on the second page of the Most Unwanted poster.

(Susan reporting for the Gazette version) There are 3 big changes in this year's publication of the RRR, 1) the full RRR guide will not run in the Amherst bulletin, instead they will print a 2 page spread which will include a summary referring people to the full guide 2) Athol will be running the RRR guide in Athol Daily News (this is new) and 3) there will be 6-8 pages included inside the Valley Advocate (this is also new). They are doing well on getting ads, and most of content has been updated so the Gazette version is in good shape as well.

Susan expressed interest in creating educational materials concerning a composting guide for takeout foods.

MAC Update (Veronique): There will be a MRC meeting on April 5th at EcoBuilding Bargains, with Juliette Hass, Egremont's Board of Health and Sustainability Director, and Janine Bishop of MassDEP presenting on adopting Hauler regulations. Janice Paré and Erin Victor of MassDEP will also present on the Recycling IQ Kit.

Amy asked the board members, through Susan, if the MAB wanted to change our next meeting place to the Gazette meeting room instead of at the Northampton DPW meeting room because of size limitations at the DPW. It was agreed to try the Gazette meeting room for the next meeting.

Next meeting to be held April 26th at the Gazette meeting room.

The meeting was adjourned at 11:32 am.

Respectfully submitted,

Véronique Blanchard,
Clerk