

MAB Meeting Minutes
April 25, 2019
Hampshire Daily Gazette Conference Room
10:00am – 11:30am

Present: Tracy DeMaio, Arlene Miller, Kathleen Casey, Amy Donovan, Véronique Blanchard, Steve Ellis, Susan Waite, Mike Pattavina, Jan Ameen, Juliette Haas.

The meeting was called to order at 10:06 am.

Public Comment Period No members of the public were present.

Review and approve previous meeting minutes

Mike Pattavina moved to accept the minutes and Amy seconded. During discussion corrections were made and Mike made a new motion to accept the minutes as corrected, which Arlene seconded. The vote was unanimous in favor.

MAC Updates – Veronique was asked to check into the following:

- To find out if the new Education and Enforcement Coordinator grant can be applied for as regional grant between 2 or more municipalities.
- To confirm that a contract for HHW with NEDT is worth two points?
- Do you need to attach NEDT contract to the application?
- How many points is the RRR guide worth, and can it be used for both textiles and outreach?
- Is anyone in eastern part of the state is talking about fees now to cover costs of recycling processing?

DEP Update Steve reporting.

Request for Responses update: The review process has been outlined and the team is anticipating the May 9th deadline for incoming proposals.

Project Planning; countdown to new contract. Tracy has asked members to think about what message(s) should be sent to members towns and what are the best methods for communicating. Suggested areas for getting the word out are:

Print
Radio
Website
Social Media
Public Ed Materials
Newsletters

Members had a general discussion both about what message needs to be communicated and which are the best methods for communicating.

There are two messages which need to be sent out: the first is to the decision makers and recycling coordinators about the contract status, and the second and later message is to residents (curbside, drop-off, etc.) Veronique suggested that we hold a MRC meeting this fall (August/September) in order to communicate in person with municipal officials about the new MRF contract. The message to residents would be about how the materials stream has changed, which the MAB won't know until after the contract negotiations are final and a new contract signed. Aerosol cans and shredded paper however will come out of the stream as this was stated in the RFR, and possibly clear plastic cups and egg cartons will be added into the stream. Jan said we should plan the messaging for residents in December.

Steve mentioned that reducing contamination should be a constant message. Arlene asked if we should try to have a meeting of CEO's, and Jan mentioned that Mayors meet regularly. Some suggested potential meeting sites were the Fish & Wildlife building on Route 9, or the Northampton Senior Center. Members brainstormed other organizations which

could help spread the message, such as Small Town Administrators, an MMA Chapter for Western MA and any Selectmen's organizations. Mike suggested that MAB members go to some of these meetings to hold presentations. Out of these discussions came the following:

- 1) We should hold mini-presentations.
- 2) The MRC meeting should be held in a central location with Northampton the likely choice.
- 3) We should provide continuing education on contamination reduction. Arlene suggested Veronique send out a newsletter type piece to the mailing list for the newsletter on contamination. Susan would like a positive message about what can be accepted in the bins. The consensus was to find a simple and concise message. Jan pointed out that there is nothing simple about recycling but a catchy message or acronym would be helpful.

Steve shared three thoughts on the messaging:

- 1) There are two levels of recyclers; the folks who want just the basic information and then those who want the details, and targeting our education to that basic level is fine.
- 2) While we may not know which method of education is most effective (billboard, FB, etc.), there are public relations firms who know how to reach folks and we have money in the account so we could invite firms to make a pitch to us.
- 3) We have \$80k in the budget, and do we want to consider an incentive for early signers again the same as we did for the 2015 contract extension, with the education fee being waived for one year? Juliette mentioned that \$80k is not a lot of money when talking about an advertising budget. Tracy would like to give specific instructions on our education materials to the recycling coordinators and then also find out how people are making use of the MAB's educational materials.

Amy suggested we reduce next year's education materials grant offerings to five instead of twenty-six menu items and focus on new materials added to the recycling stream based on the new contract, and on reducing contamination. Amy, Susan and Veronique will talk about getting a message to send out as a separate email communication on contamination.

Website / Recycle Smart DEP made changes on their end that takes care of their immediate need to direct residents to their MRF. Tracy said this was a temporary fix and DEP would like us to fix the MRF website to include the 101 munis and then highlight the ones which are MRF communities with an asterisk or other identifier.

Public Education and Outreach – RRR guide updates. RRR guides look fantastic and Amy said the links will be on the MRF website. Amy mentioned they haven't updated the 'What Did I Do With' guide yet on website because it wasn't done last year and she wondered if we need to vote on this because it will be more website work than normal for formatting and there will be an additional cost. The consensus was that we can use the monies from the budget set aside for website updates. It was also mentioned that Jessica Wozniak is doing a great job on the MRF/MAB Facebook page.

The meeting was adjourned at 11:28 AM.

Next meeting date **IS CHANGED TO JUNE 13TH** from 10-11:30 at the Daily Hampshire Gazette conference room.

Respectfully submitted,

Véronique Blanchard, Clerk