

MAB Meeting Minutes
January 21, 2021
Virtual Meeting via Zoom
10:00am – 11:30 am

Members Present: Jan Ameen, Véronique Blanchard, Kathleen Casey, Tracy DeMaio, Amy Donovan, Steve Ellis, Abbey Massaro, Arlene Miller, Mike Pattavina, Kevin Quesnel, Susan Waite.

Others Present: Mike Moores, Waste Management Recycle America.; Cristina Ferrera, City of Springfield; Ethan Tupelo, Pedal People.

The meeting was called to order at 10:05 AM

Meeting Agenda

Public Comment Period: No members of the public had comments.

Review and approve previous meeting minutes: Kathleen pointed out an incorrect word in the previously edited minutes. Jan moved to accept the minutes as now amended. Susan seconded, and the vote was unanimous in favor.

MRF Update from Mike Moores: Mike shared the January AMV prices with us, and the good news is they are all going up, in particular Plastic #2 Natural which is at \$1,410. Everything is going well operationally at the MRF, and there has been no snow which helps. Mike mentioned that they are still having issues trying to find a market for #3-7's plastics. It was also confirmed that all MRF markets are within the US, although some of these markets may be shipping overseas. Jan discussed issues with making sure the correct commodity (co-mingled vs paper/cardboard) is printed on the weight slips from the MRF, and she will ask her drivers to confirm with the scale operator. Having the correct town listed on the weight slip has also been problematic since truck numbers are used for identification but some municipalities share trucks. Mike mentioned that they have hired a new scale operator because Monasia Ceasar is leaving. Susan shared a handy graph she had developed showing the AMV increasing from July through December and therefore the actual processing fee paid decreasing.

Treasurer's Report: Jan reported that last month we spent less than \$300, and those invoices were for work on the website and our social media posts. Jan also shared a report she put together for her towns which shows the net processing fee by month, and the amount invoiced above \$50 which can be paid for using the town's Recycling Dividend Program funds.

MAB Representatives update: Arlene shared the revised list of which MAB member represents which town, revised to included Abbey as a Hampden County representative. Tracy moved to accept the new MAB Representative list as presented, Amy seconded and the vote was unanimous.

Website Updates: Amy and Arlene: Amy has posted the updated MAB member contact list on the MRF website. Arlene and Jan have updated the information on the Operations page and that will be updated on the website soon. At the last meeting the MAB approved the educational language on pizza boxes to say 'empty' pizza boxes are allowed, and Jan had added that this message should be consistent across all MAB media outlets. Arlene will draft a memo to be shared with MAB towns and haulers that grease in pizza boxes is actually acceptable, however the MAB will not be advertising this information to the general public.

RRR 2021: Arlene asked the MAB if we will be producing the North and South versions of the RRR guides this year. The consensus was yes, but it was acknowledged that the parameters may have shifted at the Daily Hampshire Gazette and the Springfield Republican due to covid. Arlene will check with the Springfield Republican, and Amy and Susan will check with the Daily Hampshire Gazette to confirm their willingness to participate this year. Amy will also send around the 'What Do I Do With' guide for updating by the subcommittee members.

Public Education and Outreach, video committee report: Abbey has been appointed chair of the committee.

Amy gave an update on the four short videos which members had found, created by other outlets, which are now available on the MRF website. These videos will also be shared through the MRF's social media.

Abbey presented the results of the poll which has been sent out earlier to MAB members to get their feedback on the priority and potential budget for the suggested updated MRF video and the four short videos on:

- Cardboard/paper recycling (shipping boxes, pizza boxes are wanted!)
- Container recycling – focus on type not the number (bottles, jugs, jars and tubs)
- Don't wishcycle – when in doubt throw it out
- Yes, your recyclables do actually get recycled

The consensus from the polling was that the updated MRF video is the first priority, and that a five to ten thousand dollar budget is acceptable. A five thousand dollar budget was the acceptable amount for producing the four short topic videos. Véronique then said the committee proposed to continue to search for more existing videos we can tweak for our purposes, that the updated MRF video will be the first priority, but the committee will also begin work on the short videos. Since the new MRF equipment will be installed in March/April, the hope is to develop a script soon with a goal of creating the video once the new equipment has had a chance to 'break in', likely some time in May or June. Next steps are to identify partners for video production, including local cable companies, the Center for EcoTechnology, The Recycling Partnership and perhaps the firm used by Sunapee in their video.

Susan then asked the MAB what they would like to see as an outcome, and a potential budget. The consensus was that the plan to create the MRF video first and work on the four short videos later, with a possible total budget of \$15,000 was fine. The subcommittee will come back to the MAB with more definite pricing at a later date. Tracy expressed her concern that the four short videos be usable by the single stream communities, for example a video which shows the use of two separate bins for co-mingled and paper/cardboard would not be useful for single stream communities. It was also suggested that the \$10,000 which Waste Management Recycle America gives annually to the MAB for educational materials be earmarked for the updated MRF video.

Kevin asked members to continue to forward to the committee any videos they happen across which we could use, and any contacts for local cable or other production outlets for the committee to explore.

Mac Update: Véronique had no updates on Round 2 of the SMRP grants, and mentioned the Solid Waste and Recycling Surveys and Annual RDP Reports which are due in February.

Other Business: None

The meeting was adjourned at 11: 29 AM

The next MAB meeting has been scheduled for February 18th, 2021 at 10:00.

Respectfully submitted,
Véronique Blanchard, Clerk