

MAB Meeting Minutes
February 18, 2021
Virtual Meeting via Zoom
10:00am – 11:30 am

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

Others Present: Mike Moores and Chris Lucarelle of Waste Management Recycle America; Barbara Heineken and Michele Wagner of Carton Council

The meeting was called to order at 10:04 AM

Meeting Agenda

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

Review and approve previous meeting minutes: Kathleen moved to accept the minutes as previously edited; Jan seconded, and the vote was unanimous in favor.

MRF Update from Mike Moores, Chris Lucarelle & Steve Ellis:

Operations: some materials coming in to the MRF were mis-identified, with paper being labeled as commingled and vice versa. Those issues have been corrected. Isabelle is the new scale operator, replacing Monasia. The MRF does still open on a Saturday if there has been a closure due to snow/weather during the week.

Markets: OCC is up \$5/ton as is residential mixed paper. Newspaper is flat, and natural HDPE is still on the rise at \$.75/lb. Some brands are requiring more recycled content, such as Nestle & Puma, and there is a new PET recycling mill coming online soon. Polypropylene is increasingly in demand and is up to \$220/ton.

Arlene mentioned that the increased demand and use of all domestic markets would make a great article for the RRR. Chris mentioned that companies now feel that China is out of the market for good, and that belief is driving domestic investment to make use of recycled content in mills.

Barbara mentioned that The Recycling Partnership gives grants for sorting polypropylene at MRFs.

The target date for the new equipment to arrive at the MRF is the second week in April.

Kathleen asked if the gable tops are being shipped out, and Mike said not yet.

Chris also mentioned South Hadley's volume having dropped by 90%, and said they need to make sure that Republic understands that the MRF owns the recyclables.

Amy mentioned the plans to redo the MRF video.

Carton Council presentation, Michele Wagner and Barbara Heineken:

Barbara and Michele from the Carton Council gave a presentation on carton recycling. Cartons are grade #52 and can be sorted by hand or optically, and they let us know about a new AMP robotics technology which can sort up to three types of cartons and gathers data on different brands.

There are also new end markets emerging for cartons, including Kelly Green Products opening soon in Waterbury, Connecticut which uses cartons to create a new roofing material for flat roofs. The process uses heat and pressure to make 100% recycled roofing to replace gypsum. Cartons can also be pulped and sorted by fiber and plastics, each of which can be reused.

They also let us know about their school carton recycling supports, including educational materials and mesh bags for lining carton collection bins to help the milk drain out more before shipping. The Carton Council also provides grants which they will let us know more about.

Kathleen checked with USA and they do not want to receive milk cartons in plastic bags as is done at the Springfield MRF.

Treasurer's Report, Jan: The only expenses this past month were for our social media posts.

Website Updates, Amy: The website is being updated, and Amy will send the town information for MAB members to update. Amy will also be updating the FAQs on the website.

RRR 2021: The RRR South has a publication date of 4/16/21, and 3/23/21 is the deadline to submit. The RRR North insert may be changed due to staffing and Covid. Amy is working on the 'What Do I Do With' update along with a few other MAB members who help in this effort.

Advertising for both inserts was discussed, as the MAB usually places an ad in each issue. Jan moved to approve up to \$5,000 to cover both ads, Amy seconded, and the vote was unanimous in favor.

Social Media Update, Véronique: Véronique shared a chart with the latest statistics for the MAB's Facebook and Instagram posts. Facebook boosts are occasional but going well, and Instagram has been shown to reach 13–17-year-olds which is excellent news and something the committee will pursue.

Public Education and Outreach, video committee report, Abbey: Abbey reported that the subcommittee has been busy! Since last they met, they have identified 9 or so companies who have expressed interest in the project(s). The committee is envisioning having the companies submit separate proposals and selecting a different company for each project to spread the wealth a bit. The committee is hoping to have the project completed sometime in the fall. Jan and Arlene have confirmed there is no need to go through a formal RFP process for selecting the company(s), but the committee should use some 'best practices', including putting together a uniform sheet so all companies reply to the same parameters. Jan and Arlene have offered to review the sheet before it's sent. The committee will get at least 3 quotes.

Mac Update, Véronique: At the moment there is still no news on round two of the SMRP grants, and the textile recovery webinar which counts as one activity for that RDP point is coming up on the 25th from 2:00-3:00.

Other Business: Amy mentioned the public education menu and the fact that the MAB had promised to send out a second, fuller menu later in FY21. The MAB agreed to move forward with the new menu.

The meeting was adjourned at 11:21 AM

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

Respectfully submitted,

Véronique Blanchard, Clerk