

**MAB Meeting Minutes
September 16, 2021
Virtual Meeting via Zoom
9:30am – 10:35am**

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Members Present: Jan Ameen, Tracy DeMaio, Amy Donovan, Steve Ellis (DEP), Abbey Massaro, Arlene Miller, Susan Waite, Rene Wood, Kevin Quesnel, Michael Pattavina,

The meeting was called to order at 9:35am by Chair Miller.

Meeting Agenda

- 1. Public Comment Period** No members of the public had comments.
- 2. Review & approve minutes (VOTE)** *R. Wood made and Kevin Quesnel seconded, a motion to accept the minutes of August 19, 2021 as presented. The motion passed unanimously.*
- 3. MRF Update** M. Moores reported revenues from recyclables continue to increase: \$120/ton for sorted residential paper; glass prices up; AMV is \$151.23 with towns receiving a net \$38.77 per ton. S. Ellis noted previous prices of \$75/ton were considered high.
MRF tours still on hold. S. Ellis discussed the work done behind the scenes on the MRF building, which is over 30 years old. Mentioned as examples \$25,000 in masonry and new roof, as well as WM doing the work specified in their contract and repairing damage caused by their operations. On such repairs, DEP is paying for the roof and ½ the cost of masonry.
- 4. Treasurer's Report** J. Ameen reported there have been some reimbursements to towns; \$13,000 in grant reimbursement not yet paid; deadline for submittal is October 15th.
Discussion ensued regarding buying items such as municipal publications, stickers, and education materials. Seeking update on video costs. The FY22 Budget, as of 9/16/21 was included in the MAB meeting packet.
- 5. Milk Carton Recycling Policy** No extensive discussion; just recommendation not to take away from single stream. T. DeMaio noted no update or issues at this time from single stream communities, other than they are pleased with the payment per ton from Casella.
- 6. Public Education Committee** Amy has been working with her subcommittee and other MAB members to review and edit all the materials/documents/signs. She is sending the final documents for uploading to the website and to vendors for production.

**7. Video
Committee**

A. Massaro provided an extensive report focusing on the subcommittee's work with two video companies. One is developing the MRF video "Me and My Bin," 3-5 minutes in length with begins and ends with the bin. No clips to show or story line at this time; colors of bins were discussed, as well as the central actor; different people with their bins. Suggestion made to include children, as this video is in part targeted to schools. Usage: Tour of MRF; for schools and teachers teaching units on recycling; and such. Will incorporate must-know concepts and humor. Footage of the MRF has been shot. She went over her advertising/promotion plans when completed, including local TV/cable and municipal websites. She will have draft and timeline for filming for Oct. meeting.

There are a set of various end market videos, 2 – 3 minutes in length, being developed to highlight strategic markets, such as glass, plastic, cardboard etc. Group encouraged diverse representation and in Spanish and English languages. MAB stressed quality products over deadlines.

8. MAC Update

S. Waite provided an update including information in CT and Maine pending EPR legislation. Discussion ensued on Commonwealth's MAC newsletter, which is working to provide a consistent message with room for each MAC's /regional information at bottom of newsletter, but confusion and non-readership may be resulting. How to resolve confusion re: statewide newsletter and promote wider acceptance and readership reviewed. While reporting an increase in recycling, an opportunity was missed by not drilling down into its importance. How to promote "What's in this for you" with local readership.

S. Waite waiting for Constant Contact list from V. Blanchard.

**9. Other
Business**

S. Waite will contact R. Wood regarding importance of MAC's and J. Ameen will email minutes template. Municipal educational materials have been ordered for delivery to MRF late September or early October. These will be distributed by our MAC and MAB representatives, like last year.

A MAB membership update was given, as Mary Stucklen took a new job and has resigned from the MAB Board. This leaves vacancies in both Berkshire and Hampshire counties. A replacement notice to fill S. Waite's position in Northampton was posted. With fourteen MAB board positions, the quorum is eight members.

A. Massaro briefly discussed the website update and will send out the list.

Future MAB meetings: October 21, November 18, and December 16 on Zoom to begin at 9:30am.

J. Ameen made and M. Pattavina seconded, a motion to adjourn the meeting at 10:40am. The motion passed unanimously.

Respectfully submitted,

Rene Wood
A Southern Berkshire County Representative

Documents used in the meeting:

- 9-16-21 MAB Meeting Packet, which included the meeting agenda and M. Moore's' monthly reports through August, 2021
- MAB FY22 Budget through 9/16/21
- Draft meeting minutes: 8-19-21

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