



## **SSRC MSW Manager/Board Minutes**

**April 26, 2012, Abington Town Hall**

**Sponsored by Creative Outdoor Advertising**

**Accepted 6/21/2012**

Attendance: **Abington:** Susan Brennan\*, Sharon White\*, Ann Welch, Lorraine Mavrogeorge; **Cohasset:** Merle Brown\*, Mary Snow\*; **Duxbury:** Ed Vickers\*, Chris Smythe, George Cook; **Hanover:** Steve Herrmann\*; **Hingham:** Brenda Black\*; **Kingston:** Paul Basler\*, Doug Buitenhuys\*; **Norwell:** Joanne Dirk\*; **Scituate:** Kevin Cafferty\*; **Weymouth:** Bob O'Connor\*

Larry Barrett, Consultant; Will Conrad, **SCS Organics**; Ellie Donovan, **MassDEP**; Claire Sullivan, **SSRC**

9:15 Chairman Brown called to order, introductions.

Bill Schwartz, **Creative Outdoor Advertising** – privately funded public space trash/recycling

COA provides cost-free, turn-key, fully serviced public space recycling program to municipalities. Muni receives revenue from recyclables. COA provides recycling educational materials. (showed short video). Operating since 1984, COA serves 8,000 munis and transit systems across North America. Based in Florida, Canada, with programs in NJ, CT, NY, MD, NV, CA. Installed 11 stations in Revere in January.

Locked units have 3-32 gal containers with plastic liners, bags, for both trash and recycling. COA local staff empties, brings to destination designated by muni. No public funding or staffing needed, but muni may service (i.e. if union contract requires). COA provides units (\$4-5K each), insures, maintains. Will install pads if necessary. Manufacture, signage all done in house, vandal resistant.

Laser scanners record service on each unit. Muni can submit work orders electronically, interactive. Reports easily accessed. Most are emptied weekly, but more often for hot spots. Bring materials to facilities designated by muni. Single stream, source separated materials? Work out with each town. They flag illegal dumping, contamination in audits, locate in places least likely to have a problem. If too much of a problem, they will move unit. They take responsibility for proper disposal of materials.

COA contracts with muni officials, transit authority. Only installs units on public ways. Muni approves locations, appearance, advertisers. No political ads. COA phone number is on every unit. Businesses pay \$99-150/month to advertise, COA shares 3-5% of gross revenue with host. If DPW staff empties, share 8-12%. COA still maintains, shovels, cleans.

Funded through 2'x6' ads by local businesses (not national brands), one year contracts. Local advertisers sought first, then neighboring towns if no response. 92% occupancy rate in NA, renewal rate 75-80%. No consequences to muni if unable to find advertiser.

COA purchased RecycleMedia, which provides materials for school, scout presentations, coloring books, stickers. First distribution is free, subsequent at cost.

COA recommends about 1 unit/2000 residents. Parks, sports complexes? Entrances, perimeters only, need maximum visibility. Seasonal, Marinas? DCR is meeting with them later today about beaches. Can't keep up with beach use in season. Would need supplemental collection by municipality.

He usually starts with DPW, then Town Manager, then counsel. Revere did an RFP. Not necessary. Seeks 10 year contract with town, big investment. More than 3 year contract requires Town Meeting approval in some munis. Can he do 3 year with 3 year extensions? Negotiable. Term, container type determines municipal share of revenue.

After contract signed, determine locations, style. COA provides report, addressing locations, ADA compliance, sightlines, GPS coordinates, photos, utilities, etc. Identifies other entities to be consulted. 8-12 weeks to delivery of units. Hire and train staff during manufacture. Pick up in relatively small vehicles (no packer trucks). Staff usually provides own vehicles.

Several members expressed interest, follow up emails.

Approve March **minutes**: Mr. Herrmann moved to accept as written, Ms. Dirk seconded, AIF

Treasurer's report: Ms. Dirk reported that our budget is on track with last year. So far so good.

Establishing **local food waste composting capacity**: **Will Conrad**, of SCS Organics led a discussion about evaluating potential municipal compost sites for incorporating food waste.

20% of our municipal solid waste (MSW) is organic food and soiled paper, need comprehensive waste management system that diverts food waste to higher use than incineration. Different methods: Anaerobic digestion (AD) is capital intensive, produces methane for energy conversion, such as New England Organics facility in Rutland. Aerobic composting is lower tech.

SCS consults with towns to manage organics, can contract with town to manage leaf pile, add food waste. Food is high in nitrogen and nutrients, makes a superior compost. Use an "ag mixer" and compost turner, may need town to provide loader occasionally. Start with school cafeteria waste, optimize ratios of food to leaves. Costs less than trash.

SCS proposes to set up food waste collection site(s) with towns. Grind in ag mixer, spread on leaf windrows, turn. With active management, harvest in 4 months, grind and screen. (no brush), SCS markets product.

To make equipment investment, would need 5 proximate sites, or a large site than can host 4 other towns. Host town could charge neighbors. Local contractor would haul material. DEP is very interested in developing food waste compost infrastructure, making grant funding available for containers and site development/pilot project.

Not ready for Homeowner waste. Hamilton and Wenham do have curbside food waste collection, but there is a nearby facility that accepts it (Brick End Farm).

Issues with storage on site (i.e. at schools): Feedstock has to be clean, must train staff in cafeterias, to avoid contamination. Use covered containers to avoid rodents and vectors, picked up as needed. Would it require more staff? Operational issues would be scoped out individually. Concern about manpower, funding, odor. Proper mixing and integration into windrows avoids odor problems.

Hingham schools have been diverting fruits and vegetables for local compost, it's not difficult to get kids to do it, just have to teach them. Parent Volunteers monitor.

Contact Will at [will235@verizon.net](mailto:will235@verizon.net), 781-767-1903.

**EBoard Nominating committee**: Paul Basler, Sharon White. Chairman Merle Brown and Vice Chairman Kevin Cafferty are willing to serve again. Joanne Dirk is retiring as Treasurer after 15+ years: responsible for financial reports, monthly payments through Claire, grants, Sovereign Bank. ADP does payroll taxes, provides quarterly reports. Commitment of about 5 hours/month. Paul Basler will volunteer if nobody else will, Mary Snow expressed some interest. Ms. Dirk willing to assist with transition. Ms. Sullivan will contact Nominating Committee, Secretary Kerin McCall.

### **Executive Director's Report:**

Distributed Textile banners, HHW flyers. Bay State Textile is meeting with the Abington schools.

Weymouth school textile collection competition: Mr. O'Connor reported that each school got \$250 for participating, Bay State Textile picks up 2x/week. The winning school will get a laptop computer. Contest extended through May, very well received by school community. No problem with contamination. Started with Superintendent, he brought to principals. 13 tons collected to date.

Marshfield Fair equipment, signs (grant): ordering 12 carts, 3 compost bins, signs through grant.

Legislative Breakfast: 14 SSRC reps have responded that they are coming. Mr. Herrmann asked how many actual reps are coming? How are they being invited? PCHA handling that, SSRC not copied. Sullivan has asked legislators during other conversations, will follow up more formally with legislators.

Legislation updates – Ewaste bill- markup of current bill sent by alliance to Senate Ways and Means, which is busy with the budget right now, Updated Bottle bill: there is a lot of grassroots, Coalition activity to push out of committee, trying to overcome pushback from leadership.

**New business** : Office will be closed from 5/7-5/14, Executive Director is getting married.

**Next meeting**: May 18, Plymouth Radisson (Legislative Breakfast); June 21, Norwell.

11:47 Adjourn