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**Meeting of the South Shore Recycling Cooperative, January 16, 2019, Abington, MA**

**Approved 5/6/2020**

Chairman Brown called the meeting to order at 9:05 AM and asked the members to introduce themselves. Attendees:

Town

<b>Abington</b>	Angela Dahlstrom* Marty Golightly*
<b>Cohasset</b>	Merle Brown* Andria Benn
<b>Duxbury</b>	Peter Buttkis*
<b>Hanover</b>	<b>No attendee</b>
<b>Hanson</b>	Arlene Dias* Gilbert Amado
<b>Hingham</b>	<b>No attendee</b>
<b>Hull</b>	Joyce Sullivan*
<b>Kingston</b>	Paul Basler* Jean Landis Naumann*
<b>Middleboro</b>	<b>No attendee</b>
<b>Norwell</b>	<b>No attendee</b>
<b>Pembroke</b>	<b>No attendee</b>
<b>Plymouth</b>	<b>No attendee</b>
<b>Rockland</b>	Delshaune Flipp*
<b>Scituate</b>	<b>No attendee</b>
<b>Weymouth</b>	Fred Happel*
<b>Whitman</b>	Alexis Andrews*
<b>Mass DEP</b>	Ellie Donovan Todd Koep
<b>SSRC</b>	Claire Galkowski
<b>Green Castle Video</b>	Dan Miot

(\*Appointed Board Representatives)

Dan Miot of Greencastle Videos spoke to the group about the services his company offers – videos, websites and podcasts.

Videos reach audiences through social media and websites. They should be short – 20 seconds to 3 minutes. (This fulfills RDP requirements for education and outreach.) It was suggested that towns work together to develop a joint video. Research shows videos may increase the public's understanding of a topic by 74% and up to 80% remember the video. Text and picture are most effective. The cost varies based on length and complexity and can be completed within 30 days.

Podcasts consist of a 25-minute audio or audio/video recording shown on social media. His company can help coach and edit, they can provide the equipment (work out of PAC TV in Plymouth), advertise, help with placement on a particular platform, and compile statistics on views. Costs average \$1200 for 3 podcasts (which are all done at the same time). Often several are required to build an audience. Approximately 32% of Americans aged 25-54 listen to podcasts.

The company also helps build websites and has redone the SSRC website.

Abington reported they recently did a video on composting and recycling and will share with the members. Their next video will be on Hazardous Household Waste (HHW).

The members were urged to get in front of misinformation.

Merle reported he observed while on vacation that Ohio runs several TV ads about recycling and composting.

The **minutes** of the November 21, 2019 meeting were approved.

Claire provided the **2019 Annual Report** for review. She will forward this to the members to have them submit to their towns.

**Voted: to approve the 2019 Annual Report.**

Todd Koep spoke about the **DEP 2019 Data surveys** that need to be completed by February 15. Grant requests must be submitted by June 10, after guidance is received, and that the technical assistance grants are now a rolling application.

There will be training on the Recycling IQ Kit grant on February 11. Both he and Claire offered to assist member towns with the survey and the grant requests. Todd addressed the recent Boston Globe article on increases for recycling in western Massachusetts that now match the costs of eastern Massachusetts. Jean asked if it would be possible to have the DEP reports done on a fiscal basis rather than a calendar basis. Todd stated this had been tried before but did not work with the grant review cycle. Todd reminded the members of the Solid Waste Advisory Committee meeting January 23, 1:00-3:30 PM in Boston. Members can also sign up for online meeting access. This will cover big changes regarding mattresses, textiles, and food waste.

Todd urged members to work with their local schools to join the Green Team. He also reported there will be a textile webinar the end of February.

**Voted: to have Claire, on behalf of SSRC, send a letter of thanks to Dawn Quirk, DEP, as she leaves for another position.**

Claire led a **discussion about propane tanks**. Several members reported delayed response times with Mighty Flame. The company has provided signage for the tank storage area. Claire offered to work with towns to combine inventory to meet the 100 tank minimum for pick up.

The members who attended the January 15 meeting on **lithium batteries** shared information about the problems with storage and shipping, as they can be highly flammable if not handled properly. As more of these batteries become standard, this will be a growing problem. Claire again stressed that this should be a manufacturer responsibility. She will have a speaker at a future meeting on this issue. It was also reported that vaping pen disposal in schools is now a problem.

Claire presented her **executive director report**. She asked members to send her news article about recycling activities in their towns to include in the newsletter. She led a discussion of the increased costs of HHW collection and members discussed how to keep costs down if residents ask to attend an event in another town. She is working on layouts for collection days and is looking for locations that could be used jointly.

Claire is willing to work with towns to approach retailers selling HHW to contribute to the cost of collection. She will draft a letter that all member towns could send to local stores that would be followed up by an onsite visit to the stores.

Claire reported on a national bill that was just introduced regarding producer responsibility for recycling paper and packaging materials, a beverage container deposit, plastic bags ban and more. Claire is working with our local delegation on these bills and has provided substantial input during its draft, much which was incorporated.

Jean asked about the status of the State plastic bag ban and was told it is in conference committee, as the House and Senate versions differed. There was discussion on how to encourage shoppers to bring reusable bags. It may be effective to have signs in the parking lot and near the entrance, while shoppers are still near their cars.

Claire reported that Good Point Recycling (e-waste) gave the SSRC a quote and may do a presentation at the next meeting. There will be a new State contract for this in July.

Hanson reported that their schools are composting, and the elementary schools are the most enthusiastic.

Rockland reported they just raised their rates from \$72 to \$84/quarter.

**Next meeting is scheduled for March 5 in Kingston.**

The meeting adjourned at 10:47 AM.

Respectfully submitted by Jean Landis Naumann, SSRC Secretary