



H·R·R·A
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Regional Recycling Task Force Meeting
Thursday, May 5, 2011, 10:30 a.m.
Brookfield Town Hall
Second Floor Conference Room

MINUTES

Call to Order

The meeting was called to order at 10:35 a.m. Those present included L. Kulowiec (RE), E. Rossini (RI), S. Von Holt (NM), C. Loudon (NF), R. Byrnes (SH), A. Miles (NE), D. Leslie (BK), T. Yonsky (BE/BOE), A. Morosky (BE), A. Cordano (RI/BOE), D. Dunleavy (WinterBros.), C. Reedy (HRRRA) and J. Iannucci (HRRRA). Guest speakers Robin Bennett, Jen Weymouth and Chris Nelson (CT DEP)

Approval of Minutes

Motion by E. Rossini, second by S. Von Holt, to approve the minutes of April 7, 2011 as presented. **Vote:** All voting in favor, one abstention by A. Morosky

Review of 2011 Poster Contest and planning for 2012

- **C. Reedy** raised questions and comments regarding the 2011 Poster Contest. She mentioned it was Jen's first year organizing the Poster Contest and she did a good job. All towns participated this year except for Danbury. Cheryl asked what everyone thought of the new venue at Union Savings Bank in Danbury and if we should go back next year. All were in favor of doing so.
- **C. Reedy** mentioned the over-all regional winner was from Bridgewater. Because there are no billboards located in Bridgewater the two billboards chosen for the winner were in New Milford on Route 7 and Danbury on Federal Road, they look great. There was an article in the New Times this past Sunday regarding the contest.
- **C. Reedy** mentioned the Executive Committee is making an effort to build a stronger relationship with the News-Times. The paper ran an article on the front page about single stream recycling that gave the wrong information. HRRRA Chairman Mike Gill wrote letter to the editor in response. The News Times has now offered to run a "recycling corner" in each week's Sunday paper. The paper also ran another article on the front page with the correct information about single stream recycling in our region. HRRRA is getting calls and emails regarding the article.
- **C. Reedy** asked if there were any comments regarding the contest. E. Rossini asked if the theme could be picked earlier in the year and posted in November or December to give schools more time. The weather in January caused a problem with meeting the deadline for schools.
- **C. Reedy** suggested that the contest guidelines provide a template for the children to use for their posters next year. The template would have margin lines on one side so they don't go off the edge and stay within the required size. The back template would have a space for name, grade, school and address. Everyone liked the idea.
- **C. Reedy** discussed contest sponsors. Union Savings Bank is our major sponsor each year with \$3500. This year we received over \$500 from three local haulers. They were given a bargain with their logo on everything from the poster contest flyer, the HRRRA website, invitations, and Billboard. Next year the contest will offer different sponsorship tiers. Sponsors' logo and name will be added to the various

materials depending on the size of the sponsorship. Sponsors can be local businesses who want to show support for being green as well as trash haulers.

- **C. Reedy** mentioned that with enough money there could be another medium for older kids such as a 90 second video contest on how to recycle. The kids could visit their local transfer stations for research and create a video on how to recycle locally as a community project. The video could be posted on the HRRRA website, Facebook page and town websites. With the proper funding a cash prize large enough to be interesting could be offered to the winning school.
- Other members raised questions about having children use name brands in their posters making it hard to choose such posters for the billboard. There were also questions about whether computer clipart should be allowed as a medium.

Update on RTI ownership, single stream recycling and RTI tip fee change

- **C. Reedy** shared a draft copy of the double sided single stream recycling and e-waste flyer that will run in all weekly papers and the News Times. A different flyer will have to be used for Newtown due to the town's unique recycling program paid for through the tax base. Task force members had the following suggestions to improve the flyer:
 - **C. Loudon** suggested adding Transfer Station where it says Drop-Off Center and noticed the New Fairfield address as #41 not 51.
 - **L. Kulowiec** suggested adding "residential" to the e-waste flyer and letting others know they can contact WeRecycle directly.
- **D. Dunleavy** announced that Winter Brothers will be delivering totes to customers soon.
- **S. Von Holt** is having a meeting with the Mayor of New Milford and asked if the town can mix and compact recyclables without a reduction in the value of the material from the compacting.
- **C. Loudon** compacts his co-mingle and tips at RTI with no problem.
- **D. Dunleavy** suggests doing what works at each local transfer station.
- **C. Reedy** noted that Winters Brothers has agreed to lower the tip fee for recycling from \$39/ton to \$28.50/ton, so perhaps there will be some savings for local transfer stations.

Robin Bennett from CT DEP – what's needed to improve municipal recycling rates in the HRRRA region

- Power Point Presentation
 - Why change the way we value trash NOW?
 - What is in the trash?
 - What are we doing to change and what can still be done?
- There was a discussion about how to make better trash/recycle containers available at public venues.
- C. Reedy will send Power Point presentation link to Task Force Members.

Items to be Raised by Members

- **D. Leslie** shared the success of the Brookfield E-Waste Earth Day Event. 152 people dropped off e-waste filling 1 ½ trailers.
- **Chris Nelson from DEP** shared that there is still a small pool of money for e-waste campaigns for towns. Email: marklatham@ct.gov
- **C. Reedy** commented there are still towns who have not yet submitted the 3 question e-waste survey required by DEP. She will send a reminder to those towns.

Adjournment

Without objection the meeting was adjourned at 12:35 p.m.