



**Connecticut Product Stewardship Council  
Minutes  
Thursday, October 20, 2016, 1-2pm**

**ATTENDEES:** Brian Bartram (Salisbury), Daniel McGowan (Branford), Jen Iannucci (HRRRA), Lori Vitagliano (New Haven), Martin Mador (Rivers Alliance/Sierra Club), Peg Hall (Consultant), Cheryl Reedy (HRRRA), Sherrill Baldwin (DEEP), Tom Metzner (DEEP), Tom Scelfo (Woodward), Winston Averill (SCRRRA), Scott Cassel (PSI), Tess Zinnes (PSI).

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The meeting was called to order by Chairman Brian Bartram at 1:03pm.

**AGENDA APPROVAL**

**Motion** by C. Reedy, second by J. Iannucci, to approve the agenda as presented. **Vote:** All members in favor.

**PRIOR MEETING MINUTES**

CTPSC approved the August minutes. **Motion** by: T. Metzner, second by Cheryl Reedy, to approve the agenda as presented. **Vote:** All members in favor.

**PSI SCOPE OF WORK**

- S. Cassel provided an overview of the scope of work and highlighted:
  - PSI’s role is as a contractor to the CTPSC and will convene calls every 4-6 weeks, take notes, facilitate the call, and provide technical assistance and product-specific updates.
  - PSI will also act as CTPSC’s fiscal sponsor.
  - PSI will provide basic services worth \$7,000; \$2,000 has been raised so far.

**OVERVIEW OF FUNDRAISING NEEDS AND PLANS**

- S. Cassel thanked the following CTPSC members for their financial contribution to the group: HRRRA (\$1,200); Branford (\$500); and Lebanon (\$300). He also raised the question of whether the group will allow companies and/or organizations to become PSC members. Members will discuss this issue further on future calls.
- W. Averill pointed out that a chart describing why groups like SCRRRA should become members would be helpful. The main item to emphasize would be cost savings.
- P. Hall and C. May are planning on promoting CTPSC membership to Hartford and Waterbury.
- W. Averill and B. Bartram emphasized that regional buy-in will allow legislative support letters to hold more sway. S. Cassel clarified that CTPSC memberships are separate for regional entities and the individual municipalities within that regional entity. However, he also said that PSI is willing to provide a discount to those towns, and to let them know that the regional entity is responsible for this discount. W.Averill and L. Vitagliano expressed approval of this type of membership pricing structure.

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- L. Vitagliano will be calling John, a planner at Naugatuck Valley Council of Governments (COG) who is interested in discussing CTPSC membership. The group's consensus is to engage COGs on a case by case basis since some are not ready to work with CTPSC. C. Reedy will reach out to a COG contact she has in mind.
  - Obtaining more participation from Gold Coast Towns would be an effective strategy to pursue in the future.
  - S. Cassel noted that CTPSC members will have to further flesh out a strategy to coordinate outreach to COGs and others.
  - W. Averill requested a brief one-pager that highlights the cost savings and benefits that accrue through product stewardship. Several other members echoed the latter statement. S. Cassel reminded the group that a first step would be to generate specific town cost savings that resulted from passage of the state's four EPR laws. B. Bartram agreed and suggested that the group create a cost savings protocol. B. Bartram offered to reach out to Judy Belaval to figure out how much towns have been able to save from product stewardship efforts. PSI just completed an evaluation of CT's four EPR programs for DEEP. The data in the report are statewide, but could be helpful in showing benefits overall of PSI's efforts.
  - The general group consensus is that a one-page overview outlining CTPSC would be extremely helpful as the group continues to build capacity. The one-pager would include the following items:
    - What is product stewardship?
    - CTPSC's history, its role, savings/benefits the group has brought to CT
    - PSI info
    - CTPSC's 2017 goals
- C. Reedy recommended that the group first conduct a product prioritization to identify what the group goals are.
- J. Iannucci announced that HRRRA will provide an additional \$1,000 on top of their membership costs since they recognize the potential benefits that CTPSC can drive and she encouraged the group to invest the CTPSC's efforts.

#### Next Steps:

- P. Hall and C. May will, respectively, promote CTPSC membership to Hartford and Waterbury.
- L. Vitagliano will call John, a planner at Naugatuck Valley Council of Governments (COG) to discuss CTPSC membership.
- PSI will send W. Averill a breakdown of membership costs for SCRRA.
- B. Bartram will reach out to Judy Belaval to figure out how much towns have been able to save from product stewardship efforts.
- PSI will send its CT DEEP EPR program evaluation once it is made public.

#### PRODUCT PRIORITIZATION

- S. Cassel facilitated a quick discussion about the group's product priority areas and reminded them that the group's 2012 priorities included mattresses, carpet, batteries, fertilizers and pesticides, and packaging.
- SCRRA and HRRRA view HHW and pharmaceuticals/opioids as potential priority product areas and stated that packaging would be a more difficult sell. S. Cassel raised the point that the group should discuss the products they want included in HHW since the three Canadian EPR programs for HHW define the scope of HHW products differently. The advantage of prioritizing pharmaceuticals is its political appeal even though there are fewer cost savings to municipalities. Partnering with local law enforcement and the CT State police department would be one strategy to potentially pursue.

**Next Steps:**

- PSI will send out a draft product prioritization survey to B. Bartram who will then work with W. Averill to finalize a draft. The survey draft will then be sent to CTPSC members for input.
- PSI will draft a letter/email that PSC members can use to seek additional memberships.

**CTPSC CALL AND ELECTION SCHEDULES**

- December may be a good time to hold elections since Brian would like to step down as chairman after January. The group will need to discuss this item further.

**OTHER ITEMS**

- No additional items were raised.

**NEXT CALL**

- Starting in December, CTPSC calls will take place the **second Tues of each month from 1-2pm.**
- The upcoming November call will be set by a Doodle, which PSI will send out.

**ADJOURNMENT**

The meeting was adjourned by Brian Bartram at 2:00pm.