

CT Materials Reuse Network
Meeting Notes
January 14, 2010

Present: Chris Stefanowicz, Michael Barbour, Vincent Mastriano, CJ May, KC Alexander, Randy Anway, Kristi Sullivan, Mary Ann Remolador, Sherill Baldwin

Phone: Chris Beling, Joe DeRisi, Joel Frank, James Ruttan, MaryEllen Etienne, Mary Bennett, Diane Vasseur

Kristi Sullivan from CERC (CT Economic Resource Center)

- provided an overview of how to promote/develop a project or program
- she outlined how to begin – by starting at the end
 - tactics and strategies
 - Know your audience
 - Don't create a brochure/web without understanding what you need/where you're going
 - Reuse/BMR – would be a 'cluster' – including contractors and others
- shared that CERC also provides research for businesses and industries, SWAT analysis, research opportunities in the marketplace
- has database of commercial properties

Discussion:

- MRN – swap inventory between members?
- Internal inventory sharing
- not all reuse centers keep/develop an inventory of all their materials
- www.choosetoreuse.org
- MRN brochure – we have it – but need to develop more comprehensive plan/strategy
- MRN should start a website and advertise its members

Mary Ann Remolador, NERC (Northeast Recycling Council)

- Material Exchanges – on-line 'trading/selling' opportunity
- came to this project after a study by Bryant College to come up with promotion strategy for reuse centers that wouldn't cost money or take time
 - SEE: [Cost-Effective Opportunities for Northeast Materials Exchanges, Center for Sustainable Business Practices, Science & Technology Department, Bryant College](#)
- Project: Reuse Marketplace Network
 - Each 'member = state' has its own page with its own listings, own membership rules etc.
 - Each 'member=state' linked to each other via the Reuse Marketplace Network webpage
- Example: Reuse Marketplace Network (all members linked via)
 - [Vermont Building Material Exchange](#)
 - [ReCONNstruction Center material exchange site](#)
 - [NY C & D Material Trader](#)
- Opportunity for MRN members
 - Access to CT site – currently managed by ReCONNstruction center
 - MRN members allowed to post available/wanted items
 - Could post for FREE until September/December 2010
 - After 2010 - \$3500 annual fee to maintain the site

Discussion

- Question for group – would MRN be interested in taking this site over?
 - Would people use it? Folks felt they would (though not all reuse centers are present)
 - Could this be MRN's 'web site'??
 - Yes – could change the 'look' of the CT site – would have a banner promoting CT Materials Reuse Network instead of the ReCONNsturciton center
 - all members could be listed and/or link/logo etc present
 - We can post events, resources too
 - Members all create an account to be able to access – can post what you have or what you want
- James said the system does an 'auto-match' – a feature that tells you if someone is looking for something similar (if you post available) or if it's
- How are members decided?
 - In some cases its just building materials; others open to all stuff. Usually accessible only to businesses, some allow municipalities to participate too.
 - Mass and Vermont are just commercial – no residents
 - VT – just building material
 - Cdtrader.org – North Carolina and NY – just building material
- Yale looking at own iwastenot system – would they be interested in joining the CT page?
 - CJ felt Yale would probably want their own page/system – but could see linking to the CT site and/or the greater "Reuse Marketplace Network" page
- Could MRN members communicate 'internally' where non-members couldn't have access – including the idea of swapping inventory or talking about what they have – or seeing each others inventory that might not be actually listed on the available list?
- What about the annual fee after Sept/Dec 2010?
 - If folks are finding it worthwhile and are selling/moving materials – members might all feel comfortable pitching in a small amount of funds...
- We're attempting to move the sector forward – this might be able to help move material and increase awareness
- CT DEP willing to support if members interested. KC Alexander – can help moderate the site until the end of the year – at which time MRN will need to re-examine whether the site is wanted/useful/should continue to use...
- Anyone (general public) has access to site in terms of seeing listings and purchasing... only 'members' would be allowed to post items wanted/available
- Members/who can post is our 'cluster' – and folks who 'buy' are part of our 'cluster' too
- Overall everyone felt it was worth pursuing – could be a 'trial' until the end of the year
- More postings/activity – the better the page/activity is for everyone
- intranet – internal communication on the site – an interesting idea – could be a great service – link between all MRN members (or all Reuse Marketplace network members)
- would a listserv meet the needs of communication? Do we need/want a listserv?
- Reuse Alliance shared they will be promoting a new "reuse" listserv that will be available to their members... or greater reuse community – details still being worked out – but it will be national – for reuse sector/industry to share issues/concerns
- reuse is best when in close proximity?
- back hauls – there are companies that provide back hauls – website that promotes
 - A specific page was not shared – but a quick search brought up:
 - <http://www.loaddepot.com/>
 - <http://www.backhauldirect.com/>

(If others have suggestions or recommendations – pls let Sherill know)

-the materials exchange is a 'dating service for trash'... possible marketing slogan? We'll hook you up... what you do after that is up to you...

-Additional questions about the Reuse Marketplace Network project should be directed to Mary Ann Remolador

-Once the page has been switched to CT Materials Reuse Network – and KC receives training – everyone will be notified...

-KC Alexander will be the CT Materials Reuse Network material trader website moderator

-Once it's up and running – should promote to Green Builders, AIA CT, Habitat

-ADDED LATER: Chris said we should link it to this site too: www.demolitionforum.com

Other:

- BMRA conference committee meeting – Friday, January 15th at 9am – if you're interested in being part of the group that develops/writes the proposal – please let Sherill know. Proposal will be submitted February 1, 2010.
- Green Life Style – an event on the shoreline – is looking for 'green vendors'
 - March 27th – all day – Clinton, CT – Shoreline League of Democratic Women
 - <http://sldw.smartcampaigns.com/>
- CT Green Expo – fall in new Haven – will also be looking for 'green vendors'
- Diane shared a fundraising event she'd attended... like cows, plates or other materials that artists are asked to paint – in this case it was 'Doors' – given to artists to create something... the doors were then sold at auction. She admitted it sounded a little crazy but the doors were amazing and they all sold... (in response to Joe sharing he has a lot of doors at the moment)
- Cluster – we should keep in mind the idea of expanding our cluster – perhaps to include industrial ecology – tap into manufacturers – focus on folks looking for materials as feedstocks

Notes submitted by Sherill Baldwin