

## MINUTES

### **MUNICIPAL REVIEW COMMITTEE, INC.**

#### **BOARD OF DIRECTORS**

A special meeting of the Board of Directors of Municipal Review Committee, Inc. was held on Monday, September 30, 2024, at 3:00 p.m. in an online format via Zoom. In attendance were the following:

#### **Directors:**

Aaron Huotari, City of Bangor  
Karen Fussell, City of Brewer  
Melissa Doane, Town of Bradley  
Steve Lewis, Town of Boothbay

Tony Smith, Town of Mount Desert  
Robert Butler, Town of Waldoboro  
Paula Scott, Town of Hampden  
Belle Ryder, City of Orono

#### **Staff:**

Michael Carroll, MRC Executive Director

#### **Guest:**

Jessica Masse – Designlab

Joelle Ingalls kept the minutes of the meeting and President Huotari presided.

President Huotari convened the meeting at 3:01 p.m.

#### **PRESENTATION BY DESIGNLAB ON FOCUS GROUP FINDINGS**

Jessica Masse presented the results of multiple focus groups facilitated by Designlab. She began by noting an overwhelming consensus for the need to rebrand or refresh the MRC brand. Jessica presented three options for consideration: (1) maintain the status quo and change nothing, (2) complete a total rebrand with a new name, logo and tagline, or (3) refresh the existing acronym “MRC” but use new words to better describe the mission, a new logo and a new tagline. Designlab recommended option 3 and possible new names were presented as options including: Municipal Resource Conservation, Municipal Recycling and Conservation, and Municipal Recovery and Conservation. Robust discussion ensued amongst the board members regarding the various combinations available as well as potential use of

Collective, Collaboration or Coalition to be added as a second “C” making the acronym MRCC. Several board members noted they were in favor of a complete rebranding to move away from the use of MRC entirely. Jessica noted this was a topic of discussion in one of the focus groups and participants felt MRC may be the only constant and recognizable name in a sea of new names and acronyms as the plant comes back online and new parties are introduced. Some board members felt it would be difficult to embrace moving away from “MRC” without a new name and idea to evaluate. A group decision was made to table discussion and afford Designlab a few weeks to work out a complete rebrand with a new name, logo and tagline to be presented to the board for consideration.


Jessica continued her presentation with another prevailing theme from the focus groups: greater community engagement and education. Several suggestions were noted from educational handouts and materials available through the website, to informational webinars and collaboration with local schools to provide educational materials and presentations on recycling. Jessica advised Designlab’s recommendation would be to initiate a public awareness campaign once the brand refresh or rebranding was complete, to include the suggestion action items and an increased presence in member communities and on social media. Discussion ensued amongst the board members regarding the need to provide more education around items that cannot be processed through the plant and helping to eliminate these items before they get disposed of.

The final prevalent theme to emerge from the focus groups was the need to increase and enhance advocacy efforts at the state level. Jessica reports Designlab understands the active efforts MRC is already putting in at the state level and recommends highlighting these activities in current communications to increase the level of understanding among member communities. This recommendation led to discussion amongst the board members regarding the presentation of and language to be used in describing the lobbying and advocacy efforts being undertaken by the MRC in Augusta.

President Huotari reminded those in attendance that the next quarterly meeting of the MRC Board will be October 23, 2024, at the Hampden Town Office beginning at 10 a.m. with the finance committee meeting immediately preceding.

There being no further business, at 12:33 p.m. a motion, duly seconded, was approved to adjourn the meeting.

Respectively submitted,

DocuSigned by:  
  
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Joelle A. Ingalls

Dated: 10/23/2024