

**Date:** 04/05/2023

**Time:** 2:00 pm

**Attendance:**

**Presenter:** Adélaïde Terrien, Return-It Program Manager

**Local Government Representatives:**

Sarah Scheibelhut, Metro Vancouver  
 Tal Bogdonov, City of Vancouver  
 Janette Derksen, Regional District of Bulkley-Nechako  
 Gayle Short, Regional District of Kootenay Boundary  
 Darren Murray, Regional District of North Okanagan  
 Patrick Donaghy, Mount Waddington Regional District (Chair)  
 Cody Pawluk, Mount Waddington Regional District  
 Tom Watkins, Capital Regional District  
 Uli Wolf, Regional District of Central Kootenay

**MARR Observers:**

Meagan Hatch, Association of Home Appliance Manufacturers Canada  
 Michael Zarbl, MARR  
 Chris Campbell, MARR  
 Liza Bobanova, Return-It Program Coordinator

**Absence:**

Tim Jones, First Nations representative & Recycle BC  
 Greg Wilson, Retail Council of Canada

Time	Item
2:00 pm	Welcome
2:05 pm	Agenda adoption
2:06 pm	Update on Collection Network: <ul style="list-style-type: none"> <li>As of April 1, 2023, MARR has 201 active sites.</li> <li>1 site has been removed from the collection network as it closed down. This didn't impact the residents as another collection site is located within 10 km.</li> <li>No new sites joined MARR since the last LGAC meeting.</li> </ul>
2:07 pm	Update on Substances of Concern Programs: <ul style="list-style-type: none"> <li>Total Units collected: 50,895 (Based on data as of April 1<sup>st</sup>, 2023).</li> <li>18,556 ODS units serviced.</li> <li>332 mercury switches recycled.</li> <li>0 PCB capacitors collected.</li> </ul> <p>Adélaïde commented that the collected unit numbers is down compared to last year, due to many pending reports to be submitted for March.</p> <p>Michael Zarbl added that the use of mercury switches and PCB capacitors will continue to decline because they have not been used in the production of new appliances for the past 30-40 years.</p>
2:10 pm	2023 Field Service Visits <ul style="list-style-type: none"> <li>With the cold weather conditions in Q1 2023 MARR Field Service Agent completed 11 Site Assessments and 2 ODS Technician Assessments.</li> <li>New tool to audit ODS Technician has been created on the MARR portal.</li> </ul>
2:11 pm	Collection Events. <ul style="list-style-type: none"> <li>MARR is helping remote communities to dispose of Large Appliances.</li> <li>2 collection events were held in Q1 2023 (Ahousaht First Nation, Iskut Band)</li> <li>32 MARR units were collected during the Ahousaht First Nation collection event.</li> </ul> <p>Chris Campbell stated that during the third and fourth quarters of 2022, the MARR team collaborated closely with the FRNI and IZWTAG to enhance the collaboration and communication, and offered to assist if any aid is required.</p>
2:14 pm	Marketing – Communication. <ul style="list-style-type: none"> <li>Michael Zarbl spent some time with Kelly Kenny from CFNR (First Nations Radio). During this radio interview Michael talked about Large Appliances Recycling and what MARR is doing to help First Nation Communities.</li> </ul>

Time	Item
	<ul style="list-style-type: none"> <li>The new MARR website (LargeApplianceRecycling.ca) will be launched in April and will be dedicated to consumers only.</li> </ul> <p>Chris Campbell added that marrbc.ca is for everyone (collectors, participants, consumers) and it is easy for the public to end up in the wrong section. The decision was made to create a separate website for consumer information. The new website reflects better the marketing materials and has a more user-friendly URL. Soft launch is scheduled for the week of April 10<sup>th</sup>, 2023. All marketing materials for Earth Day will promote the new website.</p> <p>According to Patrick Donaghy's suggestion, the promotion of the new website should also be extended to retailers such as Best Buy's website. This will enable consumers who are purchasing large appliances to instantly access relevant information.</p>
2:20 pm	<p>Chris Campbell talked about Digital Marketing.</p> <ul style="list-style-type: none"> <li>Extensive research was done on what people are actually searching for, resulting in the website's language being more closely aligned with the terms used by people in their Google searches.</li> <li>The focus of the future efforts will be on digital marketing, and therefore a Digital Marketing Agency has been engaged.</li> </ul>
2:21 pm	<p>Michael Zarbl updated on Stewardship Plan Renewal.</p> <ul style="list-style-type: none"> <li>The new MARR Stewardship Plan was sent to the MOE at the end of June 2022 for approval.</li> <li>Despite the fact that the plan has not been approved yet, MARR is continuing to carry out what is currently done.</li> <li>As of March 24, 2023, Bob McDonald, who worked closely with the EPR organizations, retired. Gwendolyn Lohbrunner is temporarily replacing him.</li> </ul>
2:23 pm	<p>Patrick Donaghy asked for some pictures taken during the ODS training that took place at 7 Miles last year, which he intends to share during his coming IZWTAG presentation. He also mentioned that the training had a significant impact on his team members, as it transformed their attitudes towards their job. Initially, some team members were reluctant to complete the training, but after seeing their peers' progress, they became more interested and are now eagerly anticipating future MARR ODS training sessions.</p> <p>According to Cody Pawluk from Mount Waddington RD, the training was a great experience, but regrettably, not everyone could participate. He has already communicated with the MARR Field Agent - Bill Paton to arrange an ODS training session in the upcoming spring season.</p>
2:25 pm	<p>Michael Zarbl talked about ODS training for remote areas.</p> <ul style="list-style-type: none"> <li>MARR Field Agent provides ODS removal training for remote communities like Bella Bella that are not able to hire external ODS Technician.</li> <li>Upcoming trainings: Lil'wat First Nation, Regional District of Kitimat-Stikine.</li> </ul>
2:26 pm	<p>Janette Derksen raised a concern regarding the availability of empty freon gas tanks in BC.</p> <p>Michael Zarbl replied on Janette's concern:</p> <ul style="list-style-type: none"> <li>This deficit of tanks has been caused by supply chain issue.</li> <li>MARR purchased 10 brand new tanks, to have a backup if ODS technicians run out.</li> <li>Back in February Chris Campbell had a discussion with one of ODS companies that servicing MARR units and they and they reported that the situation had improved, making it easier to acquire tanks.</li> </ul> <p>Michael Zarbl mentioned that he is exploring an alternative option, which involves collaborating directly with a gas disposal service provider. He is considering the possibility of assigning one of the ODS Technicians to handle the transfer of gas from small tanks to a larger tank. The intention is to maintain the gas flow within BC, while sending the larger tanks to the service providers for disposal.</p>
2:31 pm	<p>End of the LGAC meeting. Next meeting will be organized in September 2023.</p>