



Memo

DATE: January 19, 2017
TO: Chairman and Members of the Board
FROM: Kevin H. Roche, CEO/General Manager
SUBJECT: Outreach & Recycling Committee Minutes – Nov. 10, 2016

There was an Outreach & Recycling Committee Meeting held on the date noted above. The meeting was called to order by Committee Chair Caleb Hemphill.

Item #1: - Approval of Sept. 15 Meeting Minutes

Caleb cited the Sept. 15 meeting minutes and asked for a motion to approve the minutes. Ed Suslovic made a motion to approve the minutes. Alan Bradstreet seconded the motion and all unanimously approved.

Item #2: - Food Waste Recovery Program Presentation by Agri-Cycle Energy

- Dan Bell attended the meeting to provide the committee with an in-depth presentation about Agri-Cycle Energy and Exeter Agri-Energy.
- Lisa Wolff agreed to send an invitation for a similar presentation planned at ecomaine on Dec. 6, with the possibility to join a bus tour up to Exeter for a tour immediately following the presentation. All were encouraged to invite your key stakeholders, such as public works directors, recycling committee chairs or transfer station operators to this workshop and tour.

Item # 3: - Recycling Markets Update

- Lisa Wolff referenced the market report and the committee asked about the decision to stop taking plastic bags in the recycling center in light of the fact that we have been paying for #3-7 plastics.
- Lisa handed out an announcement about the plastic bag decision to everyone and the committee asked Lisa to email the announcement to the full board. (**Update:** This was done on Nov. 21, and also posted on the ecomaine website.)

Item #4: - School Recycling Grants

- Lisa referenced the grant summary report from last year's grant recipients and the outcomes and achievements from each of the grant recipients.
- The committee together reviewed the School Recycling Grant applications and Katrina's inputs on each.
- Running out of time, the committee agreed to have Lisa send an email to the whole committee with a deadline to review and submit inputs on each application by Nov. 19.
- In light of the applications, the committee was asked to consider two strategic considerations: (1) should we pay bussing fees for ecomaine tours through the grants program and (2) should we subsidize Garbage to Garden expenses.
- **Update:** Eight committee members submitted input into the judging process, a summary was compiled and a special 30-minute voting meeting was called for Dec. 6 at 7:45 a.m.

Item #5: - Outreach and Education Report

- In the interest of time, Lisa referenced the report included in the agenda packet and noted how strong Katrina Venhuizen has been with bringing in and leading tours to surpass last year's outreach numbers for September and October.

Item # 6: Public Relations: Advertising, Website, Social /Traditional Media Analytics

- The committee ran out of time for this agenda item, so Lisa referenced the reports included in the packet and also mentioned the eco-Monday advertising campaign underway on four Portland Radio Group stations (WCLZ 98.9, Coast 93.1, WPOR and Rewind 100.9) during the morning programs.
- She also referenced the new “super stars” recycling awareness video starring Katrina Venhuizen that is running on WPXT / the CW (posted on the single-sort recycling page of ecomaine.org, too.)
- Lisa also mentioned that the nomination form for 2016 eco-Excellence Awards has been posted to the News & Events page of ecomaine.org, with a digital marketing campaign to follow and additional promotions forthcoming.

Item #7: Other business

- Ed Suslovic announced that he will be stepping down from the Portland City Council and thus will be replaced on the ecomaine Recycling Committee. The committee thanked him for his service to ecomaine and to the Recycling Committee.

Item # 8: Meeting adjournment

The committee collectively moved to adjourn the meeting.

The next recycling committee meeting is January 26 2016, at 4:00 p.m.

Present Board Members:

Caleb Hemphill, Sarah Bernier, Ed Suslovic, Jamie Garvin, Maureen McDevitt, Rob Wood and Alan Bradstreet.

Present Staff: Lisa Wolff