

Memorandum

DATE: August 30, 2017
TO: Chairman and Members of the Board
FROM: Kevin H. Roche, CEO/General Manager
SUBJECT: Recycling & Outreach Committee Minutes – May 18, 2017

Attendees: Maxine Beecher, Caleb Hemphill, Alan Bradstreet, Rob Wood

The **Recycling & Outreach Committee Meeting** met on May 18. The meeting was called to order by Committee Chair Caleb Hemphill.

Meeting Minutes Approval:

There was not a quorum for the meeting, therefore the April 11 meeting minutes were not approved.

Update on Food Waste Recycling Pilots:

Lisa provided an update about the Food Waste Recycling pilots underway in Scarborough and South Portland, which had already collected .41 tons and 1.03 tons, respectively, in their first week. Scarborough had estimated a 67% participation rate in the first week and only 10 homes returned their carts of the 260 homes in the pilot. Much media attention has been generated about the pilots (see summary on this page: <http://www.ecomaine.org/recycling-and-waste-disposal/food-waste-recycling/>), and Lisa also referenced the three YouTube videos created for the pilots through volunteer efforts of her husband and Kerry Grantham’s husband. As promised, the link to those videos on You Tube is included here: <https://www.youtube.com/channel/UCf7Apty-rBkxQkyCqIUbbQg> .

Update on website projects:

Lisa and intern Chelsea Malacara shared a demo of the new RECYCLOPEDIA tool, which was planned to be implanted at the Annual Meeting (and did, in fact, launch then). It is accessible at www.ecomaine.org/recyclopedia and is free to download from the android and apple app stores. They also shared an update on the community recycling comparison tool, which was expected to go live with the Recyclopedia (and, in fact, did.) Here is a link to that tool: <http://www.ecomaine.org/recyclingcomparisons/>. The committee was very pleased to see these tools nearing completion.

Recycling is a Work of Art:

Five submissions were entered into this year’s contest. The committee reviewed them and approved all four designs with some specific direction to a few of the artists:

- Sebastian Meade of Freeport – the committee asked to be sure that the word recycling is more legible
- Paige Driscoll of Freeport – the committee asked for the net to look more transparent as to not be confused as a plastic bag, and also asked for the recycling bin to be blue as to not be confused as a trash can.)
- Katherine Morency of Gray – the committee asked that the camouflage design incorporate a more prominent recycling theme.
- Amelia Lebel of Scarborough – the committee asked that the design incorporate a recycling theme – maybe using recycling symbols in place of the raindrops.
- Tricia Jamiol and Lindsay McCracken of South Portland – The committee asked that the blue spot behind the lobster be removed and that the ends include some recycling themed artwork as well.

On the day after the committee met, a late application was received. Lisa circulated it by email to the committee judges and the committee unanimously approved for Matthew Jones of Portland to also be awarded and included, given a strong track record from his participation in the contest last year.

Outreach and Education:

In the interest of time, the committee agreed to read these attachments on their own time. Lisa noted Katrina was well on our way to achieving (or even surpassing) her touch point goal of 10,000 people.

Plastic bag and plastic film discussion:

At Caleb's request, the committee discussed the contamination and concerns they have with confusion around the recyclability of plastic bags and films. Lisa shared a draft design of a new silver bullet poster that is in development and the committee agreed to keep this as a focus area going forward.

Next Meeting:

The next meeting is scheduled for September 14 at 3 p.m.

Present Staff: Lisa Wolff and Chelsea Malacara