

# ecomaine

## Memorandum

**DATE:** May 28, 2020  
**TO:** Chair and Members of the Board  
**FROM:** Kevin H. Roche, CEO  
**SUBJECT:** Outreach & Recycling Committee Minutes – May 28, 2020

The **ecomaine** Outreach & Recycling Committee met May 28. The meeting was called to order at 4:02 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
  - Dave Durrell moved to approve minutes, Kimberly Darling seconded and all unanimously approved.
2. Judging/Vote – “Recycling is a Work of Art Contest”
  - Staff presented the results of advanced voting and ranking by the Committee (done via email). Committee reviewed, discussed, and approved the results.
3. Judging/Vote – “Upcycle2020 Challenge”
  - Staff presented the results of advanced voting and ranking by the Committee (done via email). Committee reviewed, discussed, and approved the results.
  - Committee recommended keeping this contest as a yearly engagement tool for schools, though with a lower prize amount.
4. Managers Report
  - Staff provided updates on the Recyclopedia on smart speakers/Alexa; composting campaign; website redesign; and recycling markets/contamination reports
  - Committee supported, where feasible, financial and in-kind educational support to communities seeking to reduce recycling contamination through programming.
5. Outreach, Education, & Metrics
  - Staff provided an update on metrics from outreach/P.R., with a particular focus on educational efforts being done remotely while schools and groups are affected by the pandemic.
6. Other/New Business
  - Committee Chair reminded members of the Annual Meeting on June 18 with guest speaker, Keefe Harrison of The Recycling Partnership.
  - Committee Chair thanked all members, particularly departing member Maureen McDevitt, for their service this fiscal year.

Linda Boudreau made the motion to adjourn at 5:08 p.m. Maureen McDevitt seconded. All approved.

**Attendees:** Linda Boudreau, Maureen McDevitt, Dave Durrell, Caleb Hemphill, Kimberly Darling, Jamie Garvin, Rob Wood

**Staff:** Matt Grondin, Lena Ives Vanessa Berry