

ecomaine

Memorandum

DATE: January 23, 2020
TO: Chair and Members of the Board
FROM: Kevin H. Roche, CEO
SUBJECT: Outreach & Recycling Committee Minutes – January 23, 2020

The **ecomaine** Outreach & Recycling Committee met January 23. The meeting was called to order at 4:01 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
 - Rob Wood moved to approve minutes, Linda Boudreau seconded and all unanimously approved.
2. Presentation & Discussion: The ecomaine Recyclopedia on Smart Speakers
 - Staff presented the potential for adding an Amazon Echo function to its existing Recyclopedia.
 - Committee requested more information – some market research and feedback from ReCollect Alexa users and other organizations that have used the technology. Staff will report back.
3. Presentation & Discussion: Resources to Promote Composting in ecomaine Communities
 - Staff presented proposed campaign to promote backyard composting in ecomaine communities
 - Committee had some suggestions for improvement and supported staff moving ahead with the campaign.
4. Upcoming Events Presentation & Discussion: Redesigning ecomaine.org website
 - Staff provided an update on the progress of hiring a vendor and the process by which ecomaine's website will be redesigned and updated.
5. Upcoming Events
 - Staff provided an update on RSVPs and planning for the Intern Recap Info Session on January 30
 - Staff requested that the Committee keep the eco-Excellence Awards in mind for nominations by January 31.
 - Committee will review nominations at February 13 meeting, followed by the event itself on March 10.
6. Outreach, Education, & Markets
 - Staff provided an update on metrics from outreach/P.R. and recycling markets
7. Other/New Business
 - The committee approved a one-time plan to grant materials in-kind (specifically bio-bags for compost and the production of educational outreach materials) to the

University of Southern Maine Food Studies program, instead of granting funds directly.

Linda Boudreau made the motion to adjourn at 5:40 p.m. Rob Wood seconded. All approved.

Attendees: Linda Boudreau, Kathryn Oak, Maureen McDevitt, Dave Durrell, Caleb Hemphill, Kimberly Darling, Jami Fitch, Jamie Garvin, Rob Wood

Staff: Matt Grondin, Katrina Venhuizen, Vanessa Berry