

ecomaine

Memorandum

DATE: April 6, 2023

TO: Chair and Members of the Board

FROM: Kevin H. Roche, CEO

SUBJECT: **Agenda for the Outreach & Recycling Committee Meeting**

There is an **ecomaine** Outreach & Recycling Committee scheduled for **April 13, 2023 @ 4:00PM**. The meeting will be here at ecomaine.

The agenda for this meeting is as follows:

1. Approval of Minutes (*Attachment A*)
2. Judging – Upcycle Challenge (*Attachment B*)
3. FY23 P.R. & Outreach Metrics (*Attachment C*)
4. Program updates:
 - ecofest Community Event – April 22, 2023
 - School Waste Diversion Grants Update
 - i. Final reports from 2022-23 due April 30
 - ii. Proposals for 2023-24 due May 12
 - Annual Meeting (June 15, 2023)
5. Recycling Market Report (*Handout*)
6. Other

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Memorandum

DATE: February 9, 2023
TO: Chair and Members of the Board
FROM: Kevin H. Roche, CEO
SUBJECT: Outreach & Recycling Committee Minutes – February 9, 2023

The **ecomaine** Outreach & Recycling Committee met February 9. The meeting was called to order at 3:01 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
 - Troy Moon moved to approve November's minutes; Caleb Hemphill seconded. Motion was approved.
2. Eco-Excellence Awards Deliberation:

The Committee reviewed 13 nominations for the eco-Excellence Awards this year and awarded 12 of them (one was not located in an ecomaine member community, and not eligible, but will receive a 'thank you' gift). Awardees are (with their categories):

 - David Ertz, Yarmouth (Individual)
 - Dr. Noah Perlut, Scarborough (Individual)
 - Kathleen Athearn, Westbrook (Individual)
 - Rebecca Brown, Portland (Individual)
 - Jeff Tarling, Portland (Individual)
 - Grady's Motel, Bridgton (Business)
 - MaineHealth Sustainability Committee, Portland (Business)
 - Melissa LaCasse / Tanbark, Portland (Business)
 - Intercultural Community Center, Westbrook (Non-Profit)
 - Gorham School District (Education/Schools)
 - Spruce Mountain HS Envirothon Team, Livermore Falls (Education/Schools)
 - Heather Keegan, Readfield (Education/Schools)
3. Manager's Report: *Tabled*
4. Recycling Market Report: *Tabled*
5. Other Business: *Tabled*

Linda Boudreau made the motion to adjourn at 4:00 p.m. Troy Moon seconded.

Attendees: Caleb Hemphill, Linda Boudreau, Dave Durrell, Troy Moon, Amber Swett

Staff: Matt Grondin, Katrina Venhuizen, Nate Cronauer

DRAFT

Upcycle 2023 Challenge

Finalists Review
ecomaine Board
April 13, 2023

ecomaine

UPCYCLE 2023
WIN
\$500
FOR YOUR SCHOOL



ecomaine.org



Aurora Milton

Cape Elizabeth HS

April showers bring May flowers and a distaste for fast fashion. In Spring 2023, consumers are focusing on wearable, sustainable pieces as opposed to mass-produced microtrends.

This upcycled jumper perfectly represents this mindset, offering a timeless, Y2K, romantic comedy look. Appealing to the environmentally conscious, this garment is made exclusively from retired materials: the base of the jumper formerly belonged to a dress found at Goodwill, and the black straps and bust band came from an old pair of pants.

Even the appliqué on the chest was salvaged from remnants of the designer's upcycled Homecoming dress.

Wearable for any occasion throughout the year, this jumper makes for an iconic runway look.



Christine & Jane Fiddlehead Center for the Arts, Scarborough

During February & March at Fiddlehead Center for the Arts after school students learned about the ecomaine challenge.

Our theme for this month was kindness and students were asked to be kind to the earth by using recycled items to create something new with these recycled materials. Our students were excited by this challenge and worked individually and in small groups to make various things from a doll house to a water filtration system.

Christine and Jane, inspired by our use of recycled materials for other projects, created a dog bed for Lucy the dog, who is a frequent visitor to Fiddlehead. They used recycled boxes, fabric scraps, old stickers etc. to make the fun dog bed.



Christine & Scarlett Fiddlehead Center for the Arts, Scarborough

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Christine and Scarlet, inspired by a teacher prompt, created pet cafes with tissue boxes, other recycled and art materials. They used their imagination to create cafes that featured ice cream and sushi.



Emma, Ruby, Christine, & Scarlett Fiddlehead Center for the Arts, Scarborough

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Using an old large wreath box & many other recycled materials, students in our afterschool program made this awesome doll house that we currently use in our classroom. Emma, Ruby, Christine, Scarlet and others all worked together to make furniture, curtains, a toilet, mini books, etc. out of old straws, cardboard, paper, paper and toilet paper tubes, left over flooring tiles, sharpie caps etc.



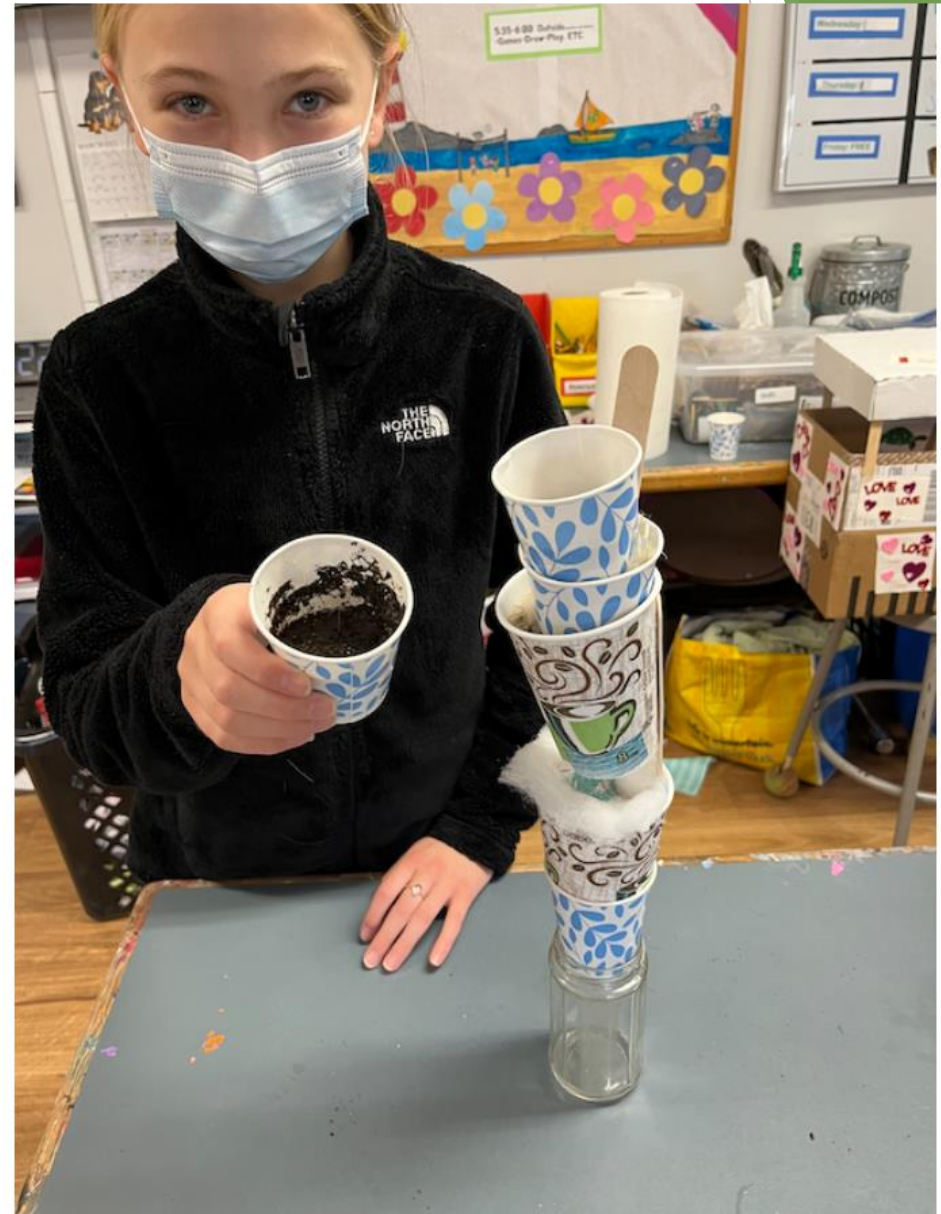
Lily & Christine

Fiddlehead Center for the Arts, Scarborough

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Lilly and Christine used cups, fabric, stones, beads and quilting batting to create a water filtration system.



Scarlett

Fiddlehead Center for the Arts, Scarborough

During February & March at Fiddlehead Center for the Arts after school students learned about the ecomaine challenge. Our theme for this month was kindness and students were asked to be kind to the earth by using recycled items to create something new with these recycled materials. Our students were excited by this challenge and worked individually and in small groups to make various things from a doll house to a water filtration system.

Scarlet used a recycled bottle, straws, tape and a recycled bottle cap to make a water distribution system. She built this system completely independently.



Mina & Mia Intercultural Community Center, Westbrook

We made a wind chime. We upcycled a bike wheel, glass bottles, and pages from old books. The natural things we included are seashells, pinecones, and leaves. We did buy a metal hook and fishing line.

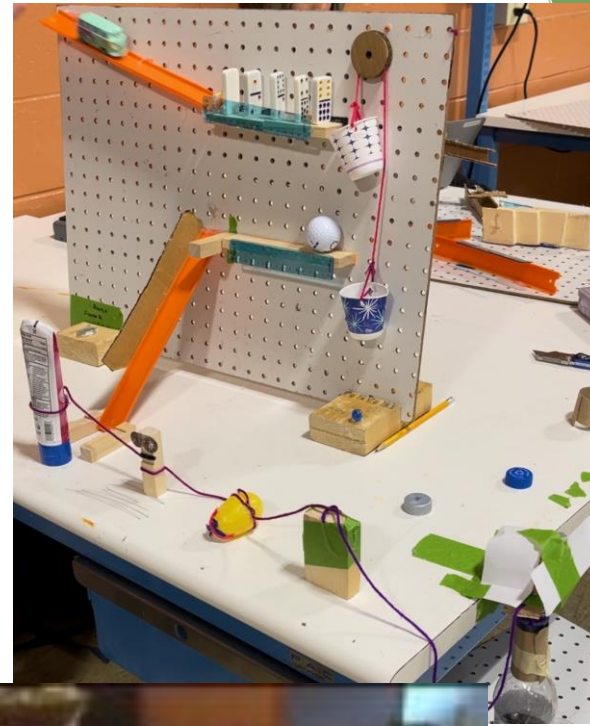
We made a wind chime because our school used to have one but didn't anymore. We missed it, and that's how we got the idea for a wind chime.



Students of Jason Lanois, Windham Middle School

In my 7th grade curriculum, I have my students create a Rube Goldberg Machine. Their goal is to have 5 different reactions and have a fun end task. The students only use what is available in the classroom. Most of the materials we use are donated.

I also have access to an incredible resource called Ruth's Reusable Resources. This a place teachers can get all kinds of different materials that have been donated from different businesses around the state of Maine. It is one my mine and my students favorite projects.



Link to video:
<https://youtu.be/3dabpeQjfDU>

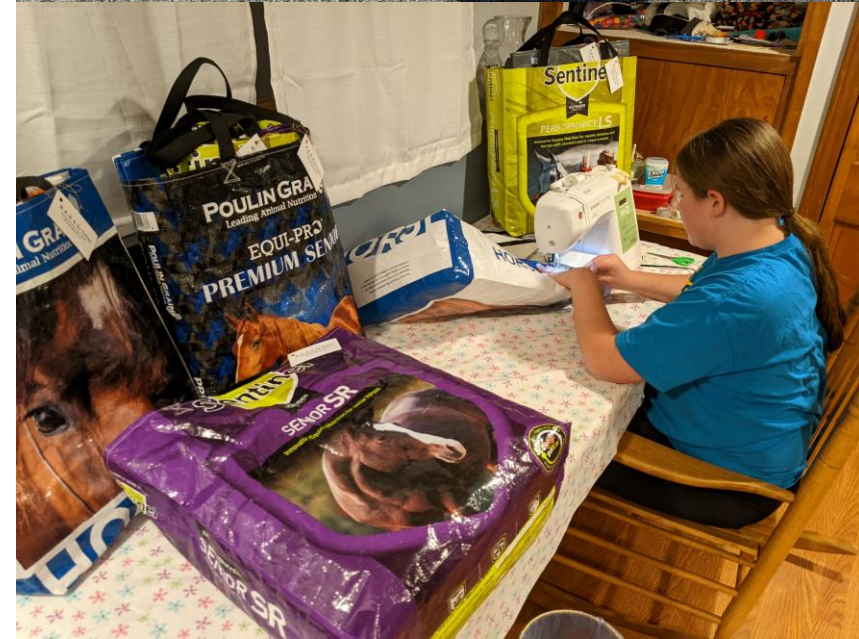
Sydney Doyle, Mt. Ararat Middle School, Topsham*

My design is a reusable shopping bag. I take feed bags, (from horse grain, chicken feed, dog food, and bird seed) and I upcycle them into durable, wipeable, beautiful reusable bags with canvas handles!

I've made over 200 bags for individuals and organizations such as the Maine State Society for the Protection of Animals.

These bags would normally just be thrown away in dumpsters and not decompose for a long time. Instead, I take them and make them into something useful shopping needs, storage needs, and travel needs.

**Topsham, Harpswell, Bowdoin, & Bowdoinham are served by MSAD 75 / Mt. Ararat Schools, but none are ecomaine member communities.*



Manager’s Report – Communications & Education Communications, Public Relations, & Education Accomplishments for March 2023

P.R. & Community Outreach...

- Through March 2023, we reached **54,345 people** through educational outreach.
 - FY22 at this point was at 62,694 reached. FY21 was 19,848.
- The Outreach & Recycling Committee awarded 12 eco-Excellence Awards in our in-person ceremony on March 21 – great event with lots of energy and enthusiasm.
- ecomaine’s school waste diversion grants are now open for proposals until May 12. We have \$25,000 set aside for the program. The Outreach & Recycling Committee will deliberate proposals at their May meeting. (Current grants have a final reporting deadline of April 30.)
- The Upcycle Challenge has closed, with nine entries received. The Outreach & Recycling Committee will deliberate on these on April 13 to determine finalists, which will then be voted on, online, by the public.
- Legislative/state govt. work continues on LDs 399 (moving to work session), 1171, & 1172 (both hearings on April 5), as well as participation in the DEP’s EPR rulemaking stakeholder meetings.
- Staff are working on **ecofest 2023**, which will be held on Earth Day – Saturday, **April 22, 2023** – at the North Yarmouth Community Center. It will take some elements of the annual ecomaine Open House, such as bin and other giveaways, information, and exhibitors, and combine them with a new location, food trucks, and more.
- Katrina Venhuizen has resigned effective after April 22’s ecofest for a position with Garbage to Garden. Recruitment is underway for a social & digital media specialist, an environmental educator, and new tagging interns.

Media Mentions (11 in March; 79 total in FY23)

[Scarborough resident honored with eco-Excellence Award](#) (Scarborough Leader)

[Noah Perlut honored with eco-Excellence award from ecomaine](#) (University of New England)

Attachment C – Manager’s PR & Outreach Report

[New hires, promotions and achievements from March 6, 2023](#) (Mainebiz)

[Maine groups work together to put waste to good use](#) (WGME)

[Start Summit’s Designs to Turn Waste Materials into Prototypes](#) (Waste Advantage)

[Ecomaine seeks school recycling program proposals](#) (Recycling Today)

[Ecomaine seeks school recycling program proposals](#) (Waste Today)

[The Recycle Bin: Tips for recycling or reusing clothing](#) (Times Record)

[South Portland council to hear progress report on climate plan](#) (Press Herald)

[South Portland Council addresses concerns over possible ban on gas-powered lawn tools](#) (Press Herald)

[Terry Deering, Public Works Director](#) (Gorham Times)

[Obituary: Maurice E. St. Clair](#) (Press Herald)

Online & Social Media Metrics...

Recyclopeda:

- In March, the Recyclopeda saw **16,045** items searched. This is significantly lower than March 2022 (61,686), and staff are investigating. The total number of items searched over the lifespan of the database is 1,721,994.
- The widget on web pages was viewed **466,931** times in March on ecomaine’s site and others who have embedded it.
- Total app downloads to date stand at **5,466** (an increase of 18 in March.)
- The top 10 searches are: Styrofoam, mattresses, milk cartons, glass olive oil bottles, baby bottles, plastic bags, electronic waste, fiber berry containers, rice cookers, and shower heads.

ecomaine.org:

- Total March web traffic was up 37% compared to February; compared to March 2022, this is up 21%.
- Total Page views increased 18% from February to March; this is down 3% from March 2022.

Social Media Stats:

Social media saw a nice uptick in March, due to posts about eco-Excellence Award winners, which were shared by those participants.

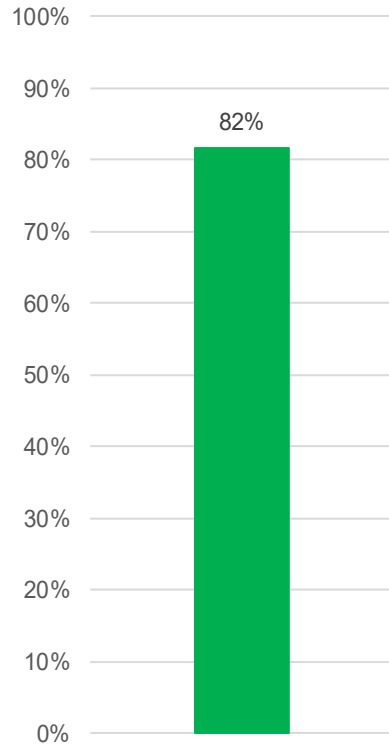
Attachment C – Manager’s PR & Outreach Report

- **Facebook:**
 - Gained 47 new followers in March (3,742 total)
 - Our top post in March, with a reach of more than 32,000 users, was a post promoting ecofest.
 - Our average post reach was 2,214 users in March.
- **Instagram:** We had 41 Instagram posts in March, which had a **reach of 44,158**. We gained 35 new followers for a total of 2,837.
- **Twitter:** Twitter has not been as much of a focus this year, with growth on other platforms and uncertainty around the platform’s future. With the site rapidly shedding users since Elon Musk’s purchase, our audience stayed even at 952. ecomaine had 89 Tweet impressions from only re-tweeting other accounts. *(We are holding on to our account for the time being, so impersonators do not take it over, and it may be that the platform rebounds/is re-sold in the future...waiting and seeing.)*

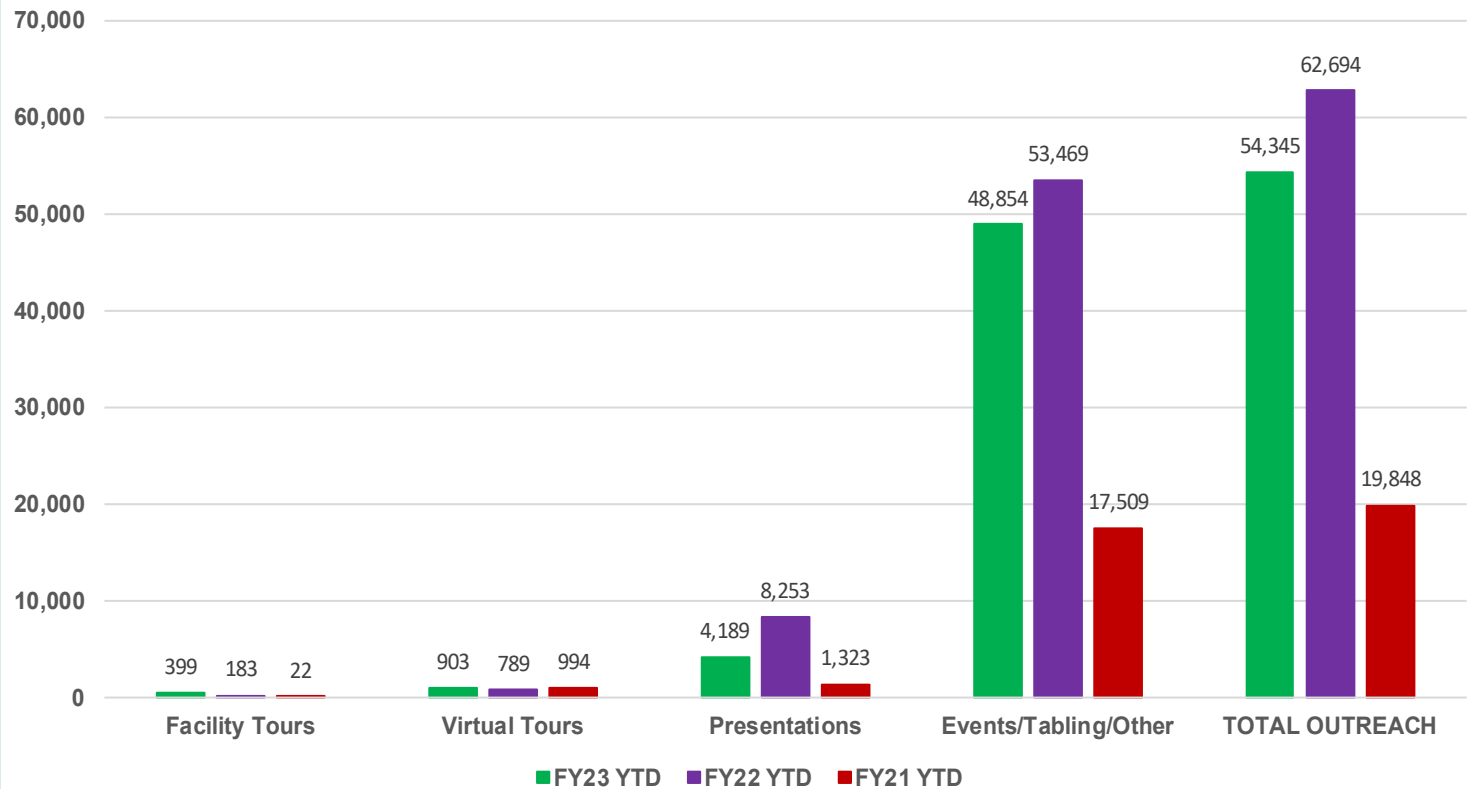
FY23 **ecomaine** Outreach Summary

	FY23 YTD	FY22 YTD	FY21 YTD	FY23 GOAL
Facility Tours	399	183	22	500
Virtual Tours	903	789	994	1,000
Presentations	4,189	8,253	1,323	10,000
Events/Tabling/Other	48,854	53,469	17,509	55,000
TOTAL OUTREACH	54,345	62,694	19,848	66,500

Progress to FY23 Outreach Goal



People Reached Through **ecomaine** Education



Attachment C – Manager’s PR & Outreach Report

March 2023 Outreach

3/1/2023	Facility Tours	STRIVE program	8	South Portland	Nate	High School
3/2/2023	Presentations	KVCOG Planning Session	25	Other	Other	Adult
3/6/2023	Presentations	Freeport Food Waste Panel	28	Freeport	Nate	Adult
3/6/2023	Virtual Tours	Friends School	27	Cumberland	Katrina	Elementary
3/8/2023	Facility Tours	Public Tour	11	Portland	Katrina	Adult
3/8/2023	Presentations	SP Library Activities	10	South Portland	Katrina	Elementary
3/8/2023	Facility Tours	Public Tour	12	Portland	Nate	Adult
3/9/2023	Facility Tours	Public Tour	6	Falmouth	Katrina	Adult
3/11/2023	Events/Tabling/Other	Maine Mariners On Ice & Tabling	3911	Other	Katrina	All Ages
3/12/2023	Events/Tabling/Other	Maine Celtics On Court Game	2417	Other	Katrina	All Ages
3/15/2023	Facility Tours	Public Tour	9	Falmouth	Nate	Adult
3/15/2023	Presentations	OOB Adult Ed	10	Old Orchard Beach	Nate	Adult
3/16/2023	Facility Tours	Public Tour	8	Other	Nate	Adult
3/17/2023	Facility Tours	Molly Adams - Masthead Maine Tour	1	Portland	Other	Adult
3/18/2023	Presentations	SP Girl Scouts Activities	8	South Portland	Katrina	Elementary
3/21/2023	Facility Tours	ecoX Awards Tours	5	Other	Katrina	Adult
3/21/2023	Facility Tours	ecoX Awards Tours	7	Other	Nate	High School
3/21/2023	Events/Tabling/Other	ecoExcellence Awards	60	Other	Other	All Ages
3/22/2023	Facility Tours	UNE Class Tour	18	Portland	Nate	College
3/23/2023	Presentations	Roux Institute Opening Night Panel	30	Other	Katrina	Adult
3/24/2023	Presentations	Roux Institute Work Day	20	Other	Other	Adult
3/27/2023	Virtual Tours	Shapleigh School	42	Shapleigh	Katrina	Elementary
3/28/2023	Presentations	Unity College Job Fair - Virtual	4	Other	Katrina	College
3/28/2023	Presentations	EUT Committee - LD 399 Presentation	8	Other	Other	Adult
3/28/2023	Presentations	GNG Adult Ed	4	Gray	Nate	Adult
3/29/2023	Facility Tours	STRIVE program	5	South Portland	Nate	Adult
3/31/2023	Events/Tabling/Other	Portland STEM Expo	400	Portland	Nate	High School
3/31/2023	Events/Tabling/Other	Patagonia Tabling	26	Freeport	Katrina	All Ages