

ecomaine

Memorandum

DATE: November 9, 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 **November 9th, 2023 @ 4:00PM**. The meeting will be here at ecomaine in the 1R conference room.

The agenda for this meeting is as follows:

1. Approval of May Minutes (*Attachment A*)
2. Review of 2023 *Recycling is a Work of Art Contest* winning designs (*Attachment B*)
3. Outreach Report (*Attachment C*)
 - FY23 P.R. & Outreach Metrics
4. Educator Updates
 - Overview of social media and marketing goals.
5. Looking ahead in FY24...
 - Call for *eco-excellence award* nominations will be made on Friday, November 10th and close on Wednesday, January 17th.
 - Upcycle Challenge Submissions (January-March, Public Voting in April)
 - School Recycling Grant Timeline (Mid-year and final reports in December and April)
6. Recycling Market Report (*Attachment D*)
7. Other

Meetings:

Full Board of Directors	11-16-2023 @ 4pm
Full Board of Directors	12-14-2023 @ 4pm
Finance & Audit Committee	01-18-2024 @ 3pm
Full Board of Directors	01-18-2024 @ 4pm
Outreach & Recycling Committee	02-08-2024 @ 4pm
Executive Committee	02-15-2024 @ 4pm
Full Board of Directors	03-21-2024 @ 4pm
Finance & Audit Budget Review	03-28-2024 @ 4pm
Outreach & Recycling Committee	04-11-2024 @ 4pm
Full Board of Directors	04-18-2024 @ 4pm
Finance & Audit Committee	05-16-2024 @ 3pm
Executive Committee	05-16-2024 @ 4pm
Outreach & Recycling Committee	05-23-2024 @ 4pm
Annual Board of Directors Meeting	06-20-2024 @ 11:30am



Memorandum

ATTACHMENT A

DATE: May 25, 2023
TO: Chair and Members of the Board
FROM: Kevin H. Roche, CEO
SUBJECT: Outreach & Recycling Committee Minutes – May 25, 2023

The **ecomaine** Outreach & Recycling Committee met May 25th. The meeting was called to order at 4:05 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
 - Rob Wood moved to approve April 13th's minutes; Linda Boudreau seconded. The motion was approved unanimously.
2. CEO Kevin Roche opened the meeting sharing information about ecomaine's upcoming annual meeting and our guest speaker, Michael Hoffman, a financial analyst in the solid waste industry. Kevin also gave an update to the progress made on the acquisition of 90 Blueberry Rd. in Portland, ME. Kevin also shared Matt Grondin's departure of ecomaine effective June 2nd, 2023. Kevin concluded by noting that Nate Cronauer has been appointed Acting Communications Manager in the interim.
3. Review and approval of final payments for ecomaine's 'FY22-23 School Waste Diversion Grant' submissions-
 - The committee approved a "no-cost extension" for Fiddlehead School in Gray, ME to reallocate funds received due to the inability to secure construction of a concrete dumpster pad. An updated submission was received to be approved by the committee.
 - The committee recognized and approved that Lyseth Elementary in Portland, ME would not receive the final 20% of their grant because a final report was not received.
 - Caleb H. motioned to close out 'FY22-23 School Waste Diversion Grant.' Dave Durrell seconded.
4. Review and Approval of 'FY23-24 School Waste Diversion Grant' submissions -
 - The committee decided to have Nate reach back out to H.B. Emery school to have them reevaluate their grant and bring down to hard cost, issues of cost to waste hauling and replicability of the grant were mentioned.
 - The committee decided to have Nate reach back out to Readfield Elementary School to receive more information on expenses of the grant, the committee did not want to disapprove, but needs more info.
 - Linda Boudreau suggested working with the educators in the grant process moving forward to have them conduct waste audits to assess the grant applicants' successes and challenges of their projects.

- The committee approved \$11,324 of the total \$25,000 to be distributed to their respective schools. Several submissions were not approved due to being too vague, not aligning enough with waste diversion, or was not replicable enough in nature once established.
5. FY23 P.R. & Outreach Metrics – Nate Cronauer provided a look at FY23’s metrics to date.
 6. Program updates – staff provided updates on the progress of the following:
 - ecomaine Annual Meeting June 15th, 2023
 - Nate shared updates on the hiring of Abigail Hart as “Social Media and Marketing Specialist” and Bea Johnson as “Environmental Educator”
 7. Recycling Market Report: Nate Cronauer presented the handout of recycling markets/pricing.
 8. Other Business: The Committee recognized the service at ecomaine of Matt Grondin, who will be departing after June 2nd, 2023.

Caleb Hemphill made the motion to adjourn at 5:13 p.m. Linda Boudreau seconded.

Attendees: Caleb Hemphill, Linda Boudreau, Linda Cohen, Troy Moon, Rob Wood, Erik Street, Dave Durrell, and Amber Swett

Staff: Nate Cronauer



ATTACHMENT B

“Recycling is a Work of Art”

Silver Bullet Painting Contest Winners

November 9th, 2023



Aedyn Kourakos

“Trash Tentacles”

Start Date: Nov 18th

Location: Residence, Cape Elizabeth

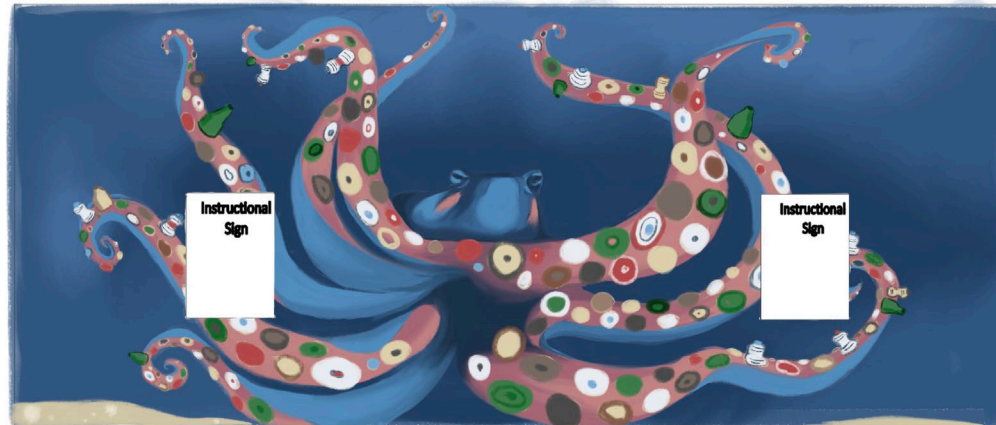
ecomaine



Aedyn Kourakos

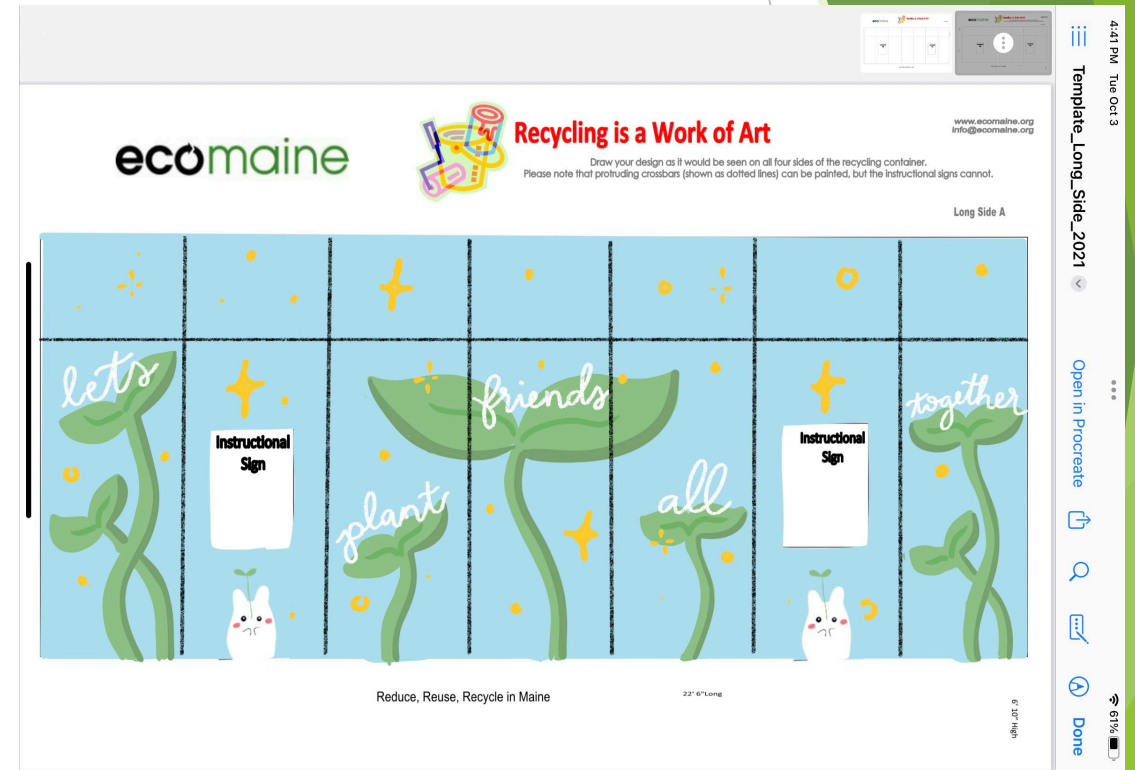
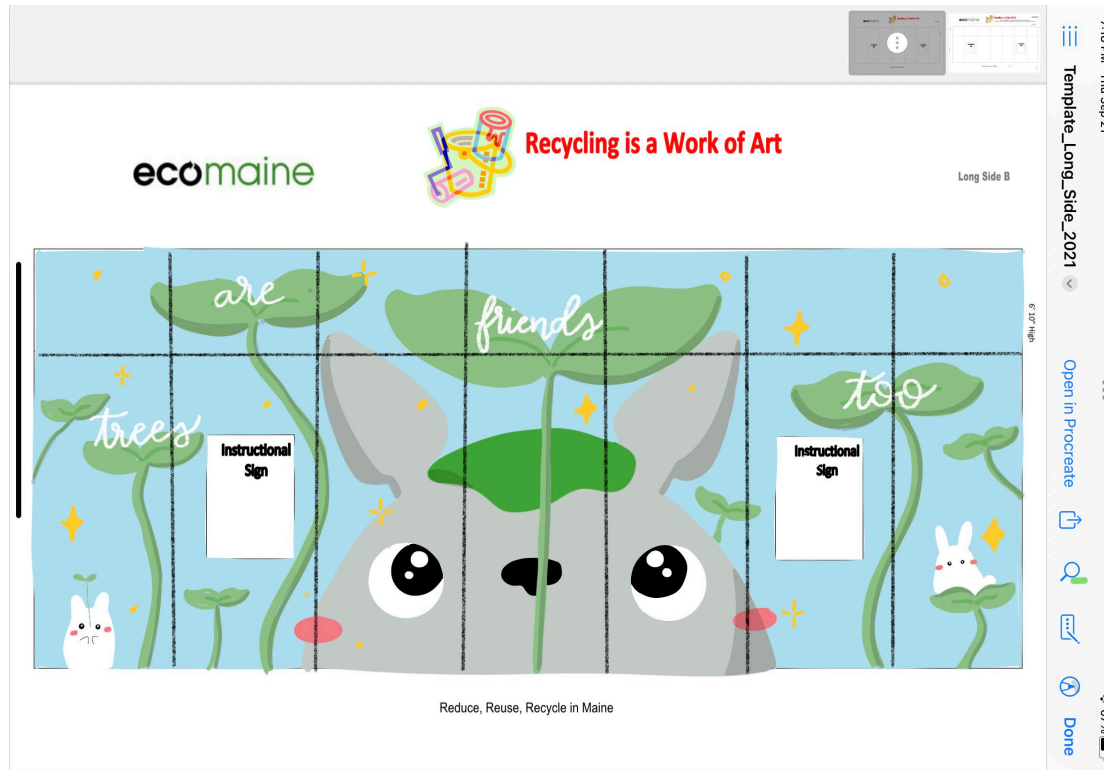
Start Date: Nov 18th

Location: Residence, Cape Elizabeth



Cherry Ouchh

“Trees are Friends”
Start Date: November 8th
Location: ecomaine landfill

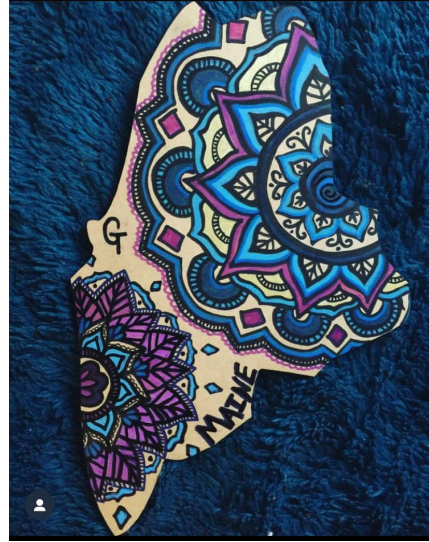


Nichole Johnson

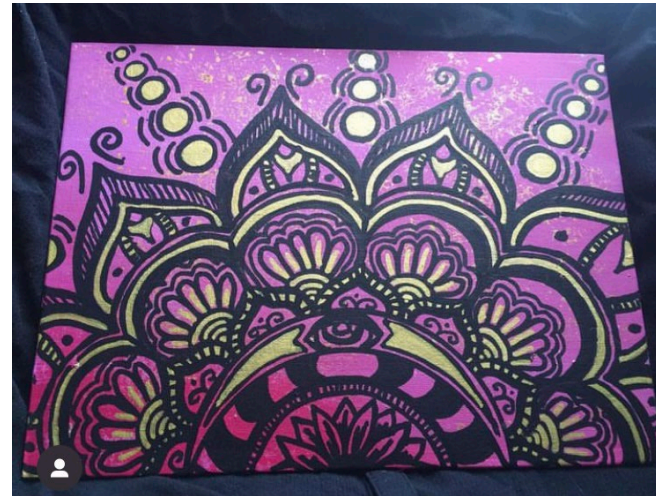
“Recycling is Natural”

Start Date: Nov 13

Location: ecomaine landfill



Incorporating elements
of recycled paper
products into tree
designs



Nina Mahaleris (Replacement for Kate Martens, awaiting design)



ATTACHMENT C

Manager's Report – Communications & Education Communications, Public Relations, & Education Accomplishments for October 2023

P.R. & Community Outreach...

- Through FY24 we reached **11,389** people through in-person outreach. In October of FY24 we reached **1502** people.
 - FY23 at this point was at [19,599] reached. FY22 was [31,057].
- ecomaine has offered the position of “Curbside Education Staff” to Adam Clair, a Mainer and graduate from Texas State University with a BA in Economics. He has accepted our offer and his paperwork is processing now. He brings with him skills in outreach and data analysis which will lend well to this role. He starts November 27th. We will continue to accept applications for our third intern position.
- ecomaine will continue its’ partnership with the Maine Celtics engaging in tabling during 6 game days, with one on court promotion, and the continuation of the Crusher program. We also are continuing our partnership with the Maine Mariners participating in 7 on ice promos and 4 concourse tabling events. This allows a venue to share messaging with thousands of Mainers. These events begin on December 1st, 2024.
- We will be announcing our call for the 2024 eco-excellence award nominations on November 10th and will close on January 17th, 2024. Please consider nominating members of your communities who have exemplified great work in waste reduction, conservation, and sustainability.
- ecomaine has placed an increased focus on our digital outreach this year producing educational videos, sustainable community member interviews, “Daily Trash Talk” polls, promotion of our events and programming, and much more! Through digital outreach we reached **14,040** people in October, for a total of **32,290** in FY24.
- We have been marketing through radio, television, and print in areas where ecomaine could accept more recyclable material in anticipation for the new recycling center. We have reviewed demographic and psychographic data to best target potential communities in the mid-coast and central Maine.
- The Outreach & Recycling Committee awarded **\$16,846.06** for the School Recycling and Waste Diversion Grants for 2023. Updates from schools will be

provided in December and shared with the committee at the following Outreach and Recycling meeting.

- Call for submissions to “Recycling is a Work of Art” silver bullet painting contest ended on Friday October 3rd. The submissions received so far are...
 1. Aedyn Kourakos (Cape Elizabeth)
 2. Nichole Donovan (Portland)
 3. Cherry Ouch (Portland)
 4. Nina Mahaleris (Confirming, replacement for Kate Martens)
 5. Kate Martens (Dropped-out)

Online & Social Media Metrics...

Recyclopedias:

- In October, the Recyclopedias saw **4,332** items searched. The total number of items searched over the lifespan of the database is **1,759,011**.
- The total widget views to date on web pages was viewed **538,508** times in October on ecomaine’s site and others who have embedded it.
- Total app downloads to date stand at **5,663** (an increase of 26)
- The top 10 searches are: Styrofoam, mattresses, almond milk cartons, air conditioners, electronics, textiles, electronic lawnmowers, single-use batteries, baby formula cans, tires

ecomaine.org:

- Total web traffic for October was **3,135** visits. This shows a decrease of 13% from 3587 visits in September. This is down 23% compared to 4076 visits in October 2022.

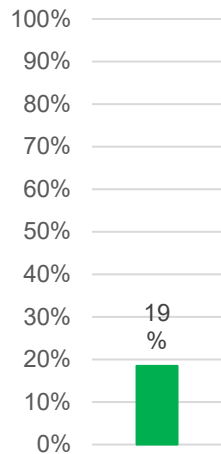
Social Media Stats:

- **Facebook:**
 - Gained **8** new followers in October (**3,795 total**)
 - Our top post in October, with a reach of more than **1967 users**, was a “Bloom Consignment Store” highlight reel
 - Our total reach was **9273** users in October
- **Instagram:** We had 9 Instagram posts in October, which had a **reach of 3959**. We gained 34 new followers for a total of **2,973**.

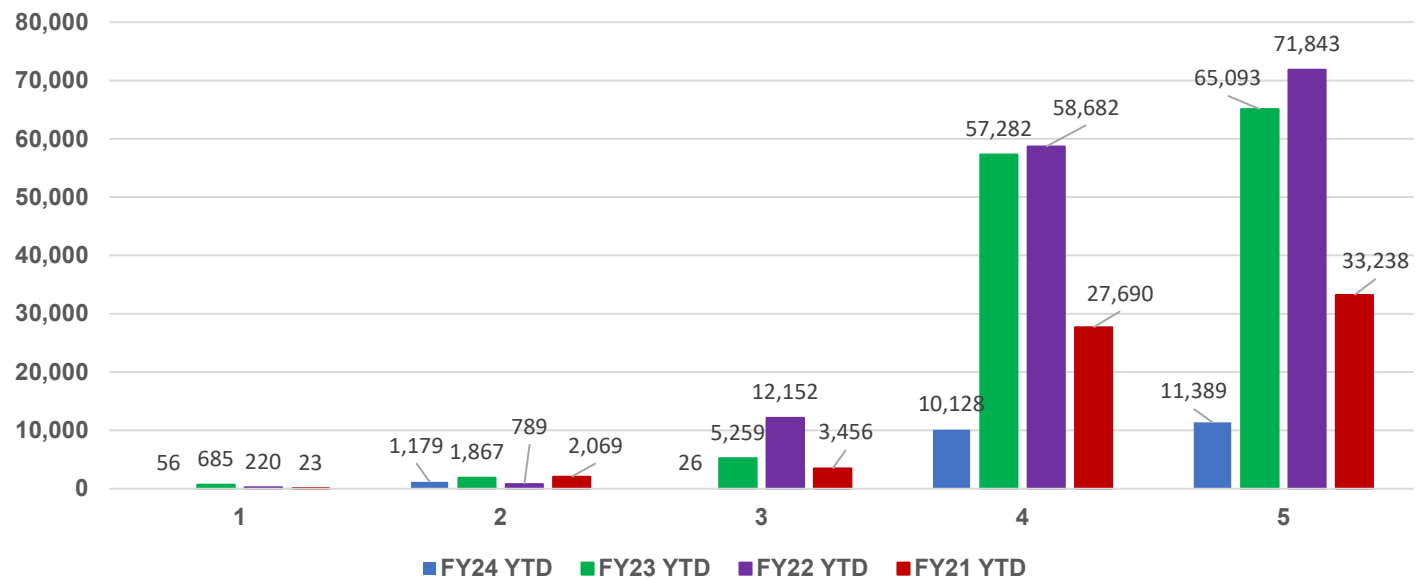
FY24 **ecomaine** Outreach Summary

	FY24 YTD	FY23 YTD	FY22 YTD	FY21 YTD	FY24 GOAL
Facility Tours	56	685	220	23	500
Virtual Tours	1,179	1,867	789	2,069	1,000
Presentations	26	5,259	12,152	3,456	10,000
Events/Tabling/Other	10,128	57,282	58,682	27,690	55,000
TOTAL OUTREACH	11,389	65,093	71,843	33,238	61,500

Progress to FY24 Outreach Goal



People Reached Through **ecomaine** Education



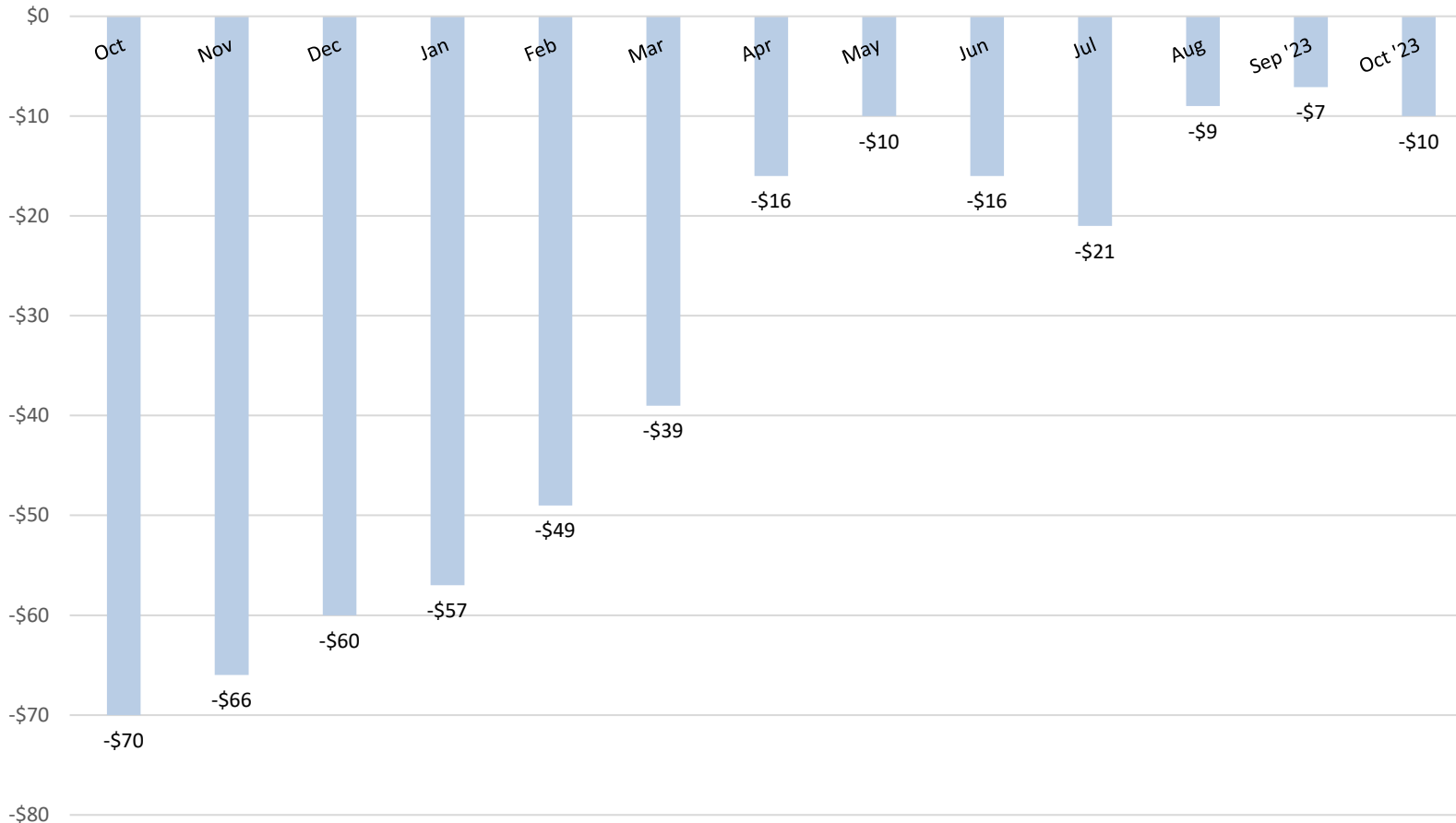
Education and Outreach Events for October 2023:

10/1/23	Events/Tabling/Other	Sustainable Scarborough Day	100	Scarborough	Nate	All Ages
10/4/23	Facility Tours	Falmouth Community Tour	9	Falmouth	Bea	Adult
10/4/23	Events/Tabling/Other	MMA Conference	75	Augusta	Nate	Adult
10/5/23	Events/Tabling/Other	MMA Conference	75	Augusta	Nate	Adult
10/5/23	Facility Tours	Westbrook	9	Westbrook	Abby	Elementary
10/5/23	Facility Tours	Mt. Ararat Group Tour	9	Topsham	Bea	High School
10/5/23	Virtual Tour	ICC Tour	9	Westbrook	Bea	Middle School
10/6/23	Facility Tour	Agricycle	6	Portland	Nate	Adult
10/6/23	Facility Tours	Westbrook Group	6	Westbrook	Abby	Adult
10/10/23	Facility Tour	Erik Street and Yarmouth Sustainability Committee	8	Yarmouth	Nate	Adult
10/12/23	Virtual Tour	Westbrook Middle School	100	Westbrook	Abby	Middle School
10/13/23	Facility Tour	Nathan Gray of Plastic Recycled	1	New Hampshire	Nate	Adult
10/13/23	Virtual Tour	Westbrook Middle School	100	Westbrook	Abby	Middle School
10/12/23	Virtual Tour	Westbrook Middle School	100	Westbrook	Bea	Middle School
10/13/23	Virtual Tour	Westbrook Middle School	100	Westbrook	Bea	Middle School
10/14/23	Events/Tabling/Other	Standish Public Safety Day	75	Standish	Annie	All Ages
10/14/23	Events/Tabling/Other	Pownal Pumpkin Fest	125	Pownal	Nate	All Ages
10/15/23	Events/Tabling/Other	Kittery Community Market	200	Kittery	Nate	All Ages
10/16/23	Virtual Tour	Blue Point Church	15	Scarborough	Abby	Adult
10/17/23	Virtual Tour	Westbrook Middle School	100	Portland	Abby	Middle School
10/17/23	Virtual Tour	Westbrook Middle School	100	Westbrook	Bea	Middle School
10/18/23	Virtual Tour	GNG Elementary	30	Gray	Bea	Elementary
10/25/23	Virtual Tour	Westbrook Elementary School	50	Portland	Bea	Elementary
10/31/23	Virtual Tour	King Middle School	100	Portland	Bea	Elementary

Mixed Paper

ATTACHMENT D

Paper Pricing (per ton)



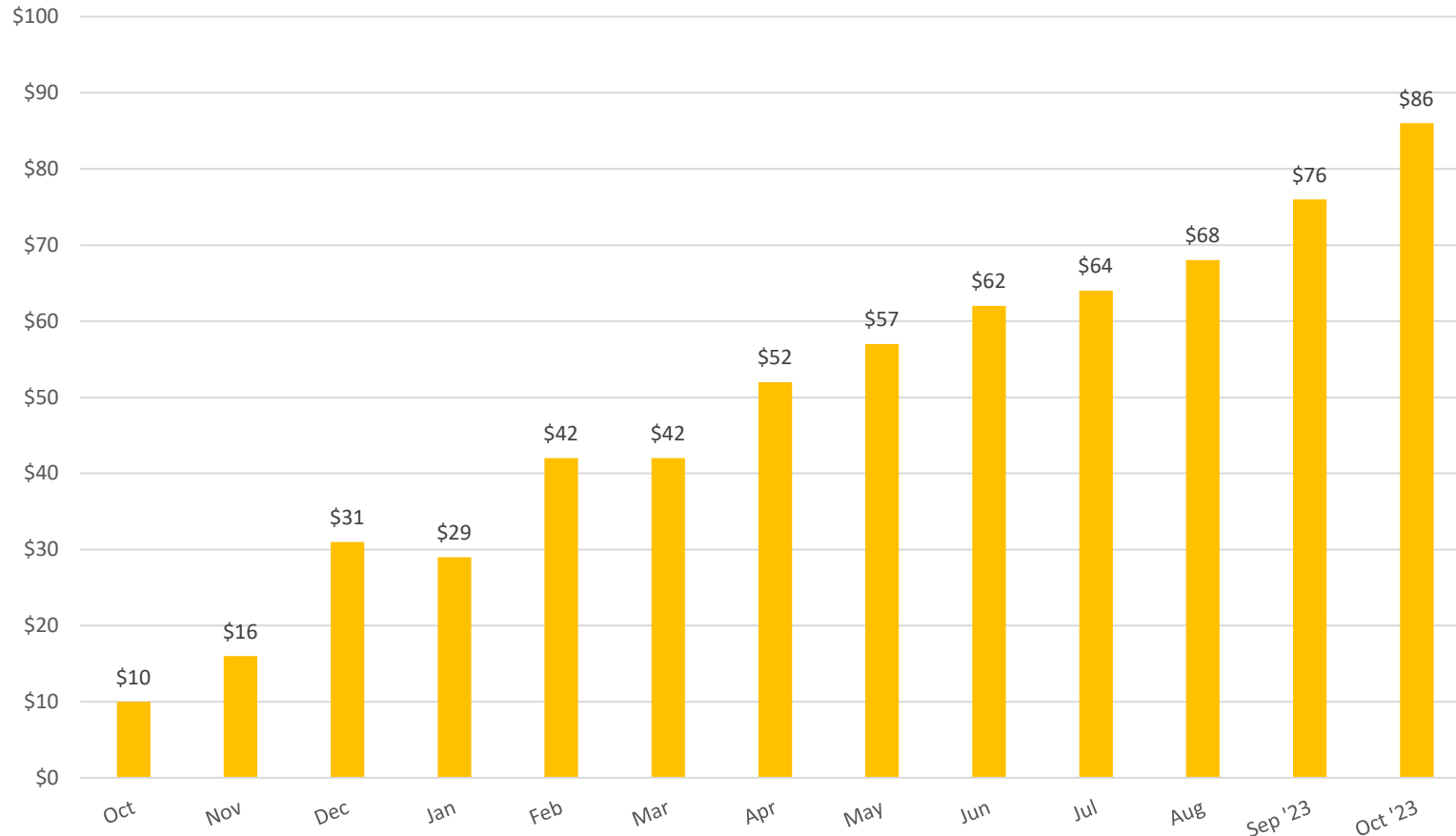
**86%
increase**
(Oct '22 to Oct
'23)

*Markets & pricing are
subject to fluctuation,
due to supply &
demand and
transportation /
shipping*

All information property of ecomaine

Cardboard

Cardboard Pricing (per ton)



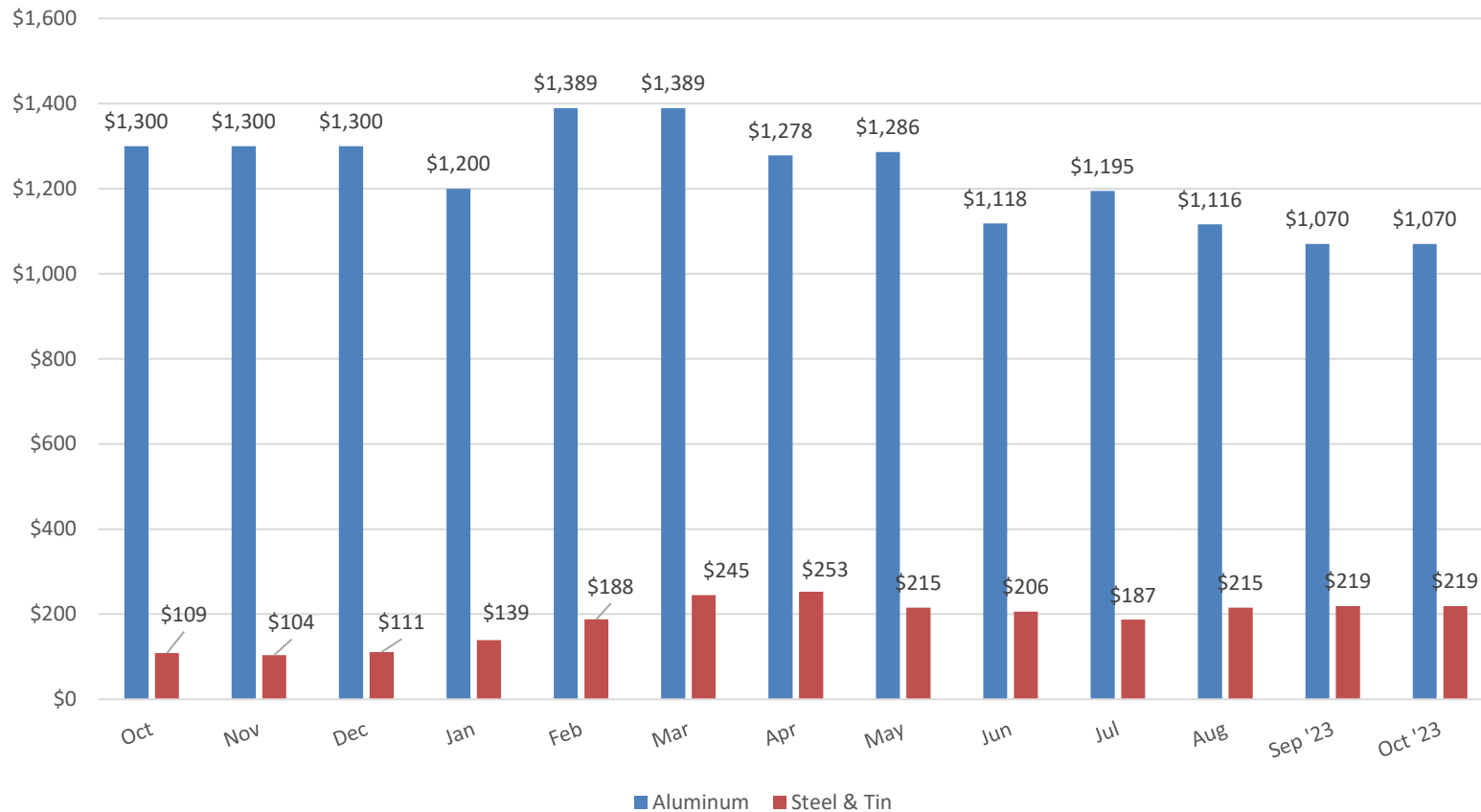
**760%
increase**
(Oct '22 to Oct '23)

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Metal

Metal Pricing (per ton)



18% decrease
(Oct '22 to Oct '23)

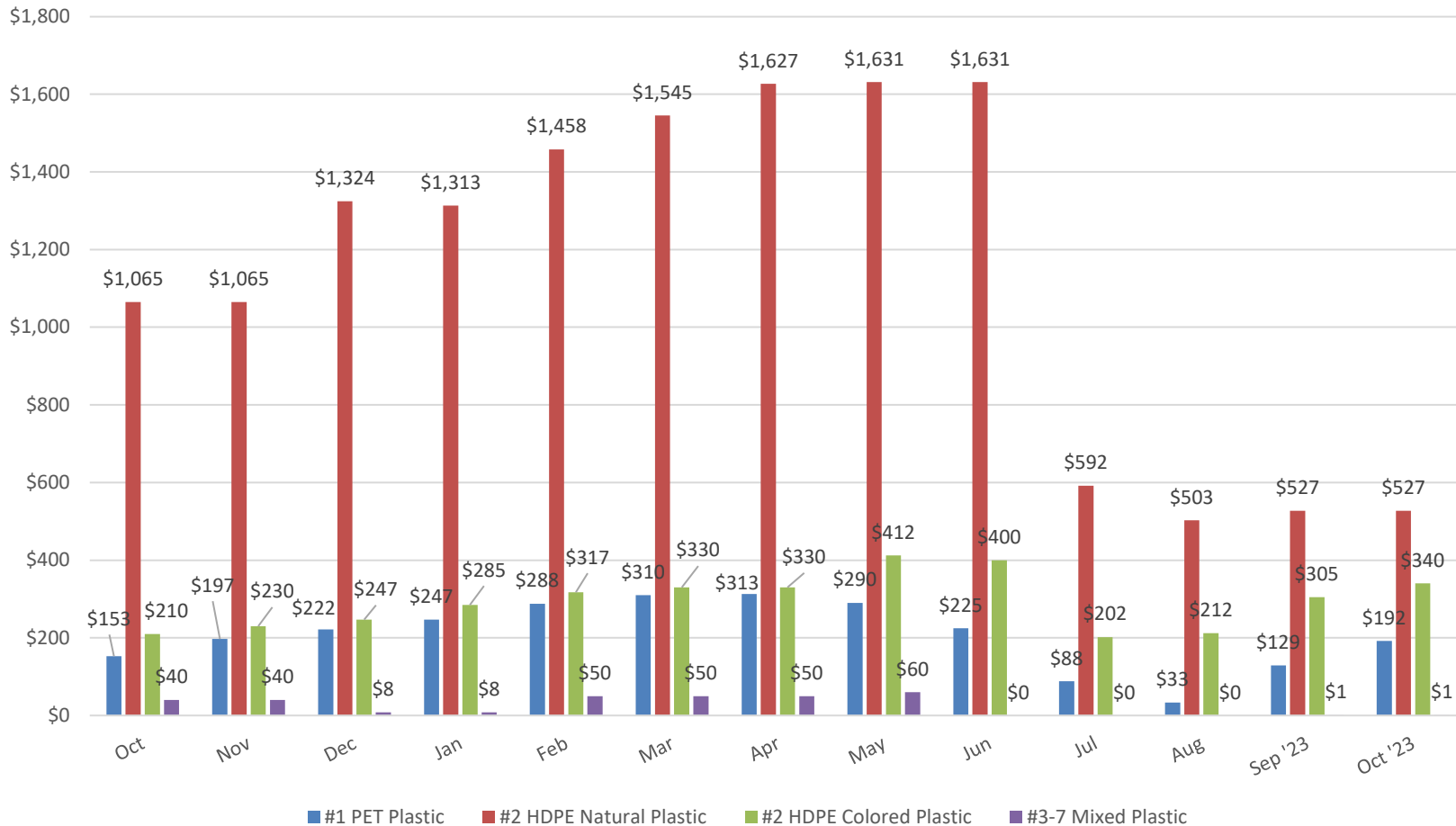
101% increase
(Oct '22- Oct '23)

Markets & pricing are subject to fluctuation, due to supply & demand and transportation / shipping

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Plastics

Plastics Pricing (per ton)



25% increase
(October '22 to October '23)

51% decrease
(October '22 to October '23)

62% increase
(October '22 to October '23)

98% decrease
(October '22 to October '23)

Markets & pricing are subject to fluctuation, due to supply & demand and transportation / shipping

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