

# ecomaine

## Memorandum

**DATE:** February 1, 2024

**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 **February 8, 2024 @ 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 Minutes (*Attachment A*)
2. Judging – Eco-Excellence Nominations (*Attachment B*)
3. Mid-Year Reports – School Waste Diversion Grants
4. Outreach Updates:
  - eco-Excellence Award Ceremony (March 12)
  - Upcycle Challenge Submissions (January-March, Public Voting in April)
  - Tent Polling (Tagging Program) (April 8)
  - Eco-Fest (Cancelled)
  - Update of Silver Bullets locator tool and education.
5. Other

Meetings:

Full Board of Directors	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

**DATE:** November 9, 2023

**TO:** Chairman and Members of the Board

**FROM:** Kevin H. Roche, CEO/General Manager

**SUBJECT:** **Minutes – Outreach & Recycling Committee Meeting**

There was an **ecomaine** Outreach & Recycling Committee Meeting held on **November 8, 2023**. The meeting was called to order by Caleb Hemphill, Chair.

**Item 1:** **Approval of the Minutes**

Rob Wood motioned to approve the minutes from May 25, 2023. The motion was second by Troy Moon. All in favor.

**Item 2:** **Recycling is a Work of Art Contest**

Nate Cronauer (staff) reported that there were four submissions for the Recycling Work of Art Contest. The committee reviewed the submissions and made suggestions on the design of one submission (Cherry Ouchh's).

**Item 3:** **Outreach Report**

Staff reported that they have recruited Adam Clair as the new curbside education staff member.

Staff provided information on new Outreach Materials. Staff will send copies of materials to all Outreach Committee members.

The committee suggested staff reach out to the resource management in towns to connect recycling focused efforts for continuity. There was discussion on options for advertising such as print, radio and television. The committee also recommended increased advertisement on silver bullets at locations. Staff are currently working on the Silver Bullet locator tool on the website with updated information.

**PR & Outreach Metrics**

Digital Outreach through FY 24, staff reached 14,040 people in October.

Recyclopedia has reached 4,332 searches. Staff shared recent social media posts.

Abigail Hart discussed areas and outlets for ecomaine commercial and messaging, as well as email newsletters.

**Education Updates:**

The educators reported that they continue their ongoing partnership with the Maine Mariners, Maine Celtics, and Sea dogs. The committee discussed the problem with misinformation surrounding recycling and suggested starting a campaign to improve communications.

There was a brief discussion on the effectiveness of the Upcycling Challenge. The committee recommended that staff consider separate age categories.

At the next meeting of the committee Caleb Hemphill would like to discuss Eco-Excellence, Eco Fest planning and tent poling as agenda for next meeting.

**Adjourn:** Rob Wood motioned to adjourn. The motion was second by Troy Moon. All in favor.

**Present:** Linda Boudreau, Dave Durrell, Caleb Hemphill, Troy Moon & Rob Wood

**Staff:** Nate Cronauer, Abigail Hart & Bea Johnson

**2024 eco-Excellence Award Nomination Form : Entry  
# 5995****Municipality**

Scarborough

**Name of Nominee**

Piper Shores Sustainability Collaborative

**Award Nominee (Please indicate whether this is an Individual, Non-Profit, Municipality, or Business)**

Business

**Nominee's Address**15 Piper Road  
Scarborough, ME 04074[Map It](#)**Nominee's Email**[jeanphil@pipershores.org](mailto:jeanphil@pipershores.org)**Nominee's Phone**

(207) 510-5202

**Award Nominator**

Tom Hall and Jami Fitch

**Nominator's Address**259 US Route One  
PO Box 360  
Scarborough, ME 04070[Map It](#)**Nominator's Email**[jfitch@scarboroughmaine.org](mailto:jfitch@scarboroughmaine.org)**Nominator's Phone**

(207) 730-4035

**Reason for Nomination - 100-250 words. Please See Criteria Below**

The Town of Scarborough enthusiastically nominates the Piper Shores Sustainability Collaborative for the 2023 eco-Excellence Award.

The Collaborative was formed in 2020 and is made up of Piper Shores residents and staff. After a brief pause due to Covid, they re-engaged the group in 2022 and hit the ground running! Since its inception, the Collaborative has accomplished the following:

1. Hold monthly gatherings of Sustainability Interest Groups.
2. Facilitate an Open Forum, engaging residents to establish sustainability goals and priorities on-campus.
3. Replace incandescent light bulbs with energy-efficient LEDs.

**2024 eco-Excellence Award Nomination Form : Entry  
# 5995**

4. Install six electric vehicle charging stations.
5. Implement composting and recycling programs.
6. Upgrade to more efficient HVAC systems.
7. Adopt green cleaning protocols.
8. Invest in a solar farm offsite in 2023 that will lower the electricity bill for Piper Shores and offset the community's carbon footprint.

Perhaps the Collaborative's largest accomplishment to date is their recently completed Sustainability Strategic Plan for the facility, which includes the following goals:

1. Procure 80% clean electricity by 2030 (100% by 2040).
2. Transition to all-electric fleet vehicles by 2040.
3. Achieve carbon neutrality by 2040.
4. Transition to a fossil fuel-free campus by 2045.

They've already taken steps to achieve their goals and have identified "quick wins" that can be easily implemented to build momentum. The Piper Shores Sustainability Collaborative is showing real leadership in Maine's eldercare community, and we hope the review committee agrees that the group is truly eco-Excellent and worthy of recognition!

**2024 eco-Excellence Award Nomination Form : Entry  
# 5939****Municipality**

Yarmouth/Clinton

**Name of Nominee**

Peaks Renewables

**Award Nominee (Please indicate whether this is an Individual, Non-Profit, Municipality, or Business)**

Business

**Nominee's Address**

2 DeLorme Drive  
Sutie 100  
Yarmouth, ME 04096

[Map It](#)**Nominee's Email**[lrinholt@summitutilities.com](mailto:lrinholt@summitutilities.com)**Nominee's Phone**

(207) 399-8569

**Award Nominator**

Justina Pimentel

**Nominator's Address**

80 PINECREST RD  
PORTLAND, ME 04102

[Map It](#)**Nominator's Email**[jpimentel@summitutilities.com](mailto:jpimentel@summitutilities.com)**Nominator's Phone**

(207) 449-5080

**Reason for Nomination - 100-250 words. Please See Criteria Below**

Peaks Renewables represents a pioneering stride in sustainable energy for Maine, exemplifying effectiveness, community impact, and innovation. The project broke ground in July 2022 at Flood Brother's Farm in Clinton and collaborates with six family-owned dairy farms to transform manure into renewable natural gas (RNG). In April of 2023, the digester became operational, set to produce approximately 130,000 MMBtu of RNG annually, offering a homegrown, eco-friendly energy source.

The project's effectiveness is highlighted by its substantial environmental benefits. By converting dairy farm waste into pipeline-quality RNG, Peaks Renewables projects an annual reduction of 28,000 MT/CO<sub>2</sub>e - equivalent to removing 6,500 cars from the roads permanently. This initiative not only generates clean energy but also produces valuable by-products like animal bedding and

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# 5939**

fertilizer, further enhancing its sustainability.

In terms of increasing awareness and community impact, Peaks Renewables received a grant from the Department of Energy, which includes funds for community outreach. This outreach program is pivotal, providing Maine students with education about sustainability and renewable energy. By engaging the younger generation, Peaks is fostering a culture of environmental consciousness and shaping future sustainability leaders.

Additionally, Peaks Renewables is pioneering a U.S. Department of Energy-funded methanized green hydrogen demonstration project. This cutting-edge endeavor, the first on-system hydrogen methanization facility in the country, further positions Peaks as a leader in renewable energy innovation.

Peaks Renewables is based in Yarmouth, Maine, an ecomaine community.

**2024 eco-Excellence Award Nomination Form : Entry  
# 5937****Municipality**

Fryeburg

**Name of Nominee**

Katie Haley

**Award Nominee (Please indicate whether this is an Individual, Non-Profit, Municipality, or Business)**

Municipality

**Nominee's Address**

16 Lovewell Pond Road  
Fryeburg, ME 04037  
[Map It](#)

**Nominee's Email**[townmanager@fryeburgmaine.org](mailto:townmanager@fryeburgmaine.org)**Nominee's Phone**

(207) 935-2805

**Award Nominator**

Kelly

**Nominator's Address**

16 Lovewell Pond ROad  
Fryeburg, Maine 04037  
[Map It](#)

**Nominator's Email**[officeclerk@fryeburgmaine.org](mailto:officeclerk@fryeburgmaine.org)**Nominator's Phone**

(207) 935-2805

**Reason for Nomination - 100-250 words. Please See Criteria Below**

Katie Haley plays a part in many rolls at the Town of Fryeburg. She has worked endlessly on making sure Fryeburg is Eco Friendly as well as being the Town Manger and all the duties. From getting a clothing bin at the transfer station to putting out surveys at our last Election about bringing composting to Fryeburg, which was a huge hit and probably the best turnout for a survey at our Elections. She works diligently with Eco Maine and always looking for new ideas to make things better. She makes sure her employees are always up to date on the latest recycling, and if there is a recycleable in the trash and she sees it, you will know! She works and attends our Conservation Committee meetings and provides support. Katie love the outdoors and works hard to protect it.



**2024 eco-Excellence Award Nomination Form : Entry  
# 5935****Municipality**

Westbrook, ME

**Name of Nominee**

Common Threads of Maine

**Award Nominee (Please indicate whether this is an Individual, Non-Profit, Municipality, or Business)**

Non-Profit

**Nominee's Address**

90 Bridge Street  
Suite 301  
Westbrook, ME 04092  
[Map It](#)

**Nominee's Email**[commonthreadsofmaine@gmail.com](mailto:commonthreadsofmaine@gmail.com)**Nominee's Phone**

(207) 854-6900

**Award Nominator**

Jo Bell

**Nominator's Address**

148 Beacon St  
Apt 2  
Portland, Maine 04103  
[Map It](#)

**Nominator's Email**[jo@commonthreadsmaine.org](mailto:jo@commonthreadsmaine.org)**Nominator's Phone**

(207) 409-5132

**Reason for Nomination - 100-250 words. Please See Criteria Below**

The Common Threads Thrift & Gift Store takes in donations of fabric, notions, sewing machines, patterns, books, and other sewing-related supplies. Many of these donations are used in our textile work training program, which reduces the expense and the environmental impact of running our keystone program. The rest of the donations are processed by volunteers, sorted, folded, and organized, to create a clean and pleasant thrift shopping experience. Our goal is to make it easy, fun, and affordable to reduce the environmental impact of sewing.

**2024 eco-Excellence Award Nomination Form : Entry  
# 5923****Municipality**

Saco

**Name of Nominee**

The Ecology School

**Award Nominee (Please indicate whether this is an Individual, Non-Profit, Municipality, or Business)**

Non-Profit

**Nominee's Address**

The Ecology School at River Bend Farm  
184 Simpson Rd  
Saco, ME 04072

[Map It](#)**Nominee's Email**[megan@theecologyschool.org](mailto:megan@theecologyschool.org)**Nominee's Phone**

(207) 283-9951

**Award Nominator**

Meg Rogers

**Nominator's Address**

184 Simpson Rd  
Saco, ME 04072

[Map It](#)**Nominator's Email**[megan@theecologyschool.org](mailto:megan@theecologyschool.org)**Nominator's Phone**

(207) 283-9951

**Reason for Nomination - 100-250 words. Please See Criteria Below**

The Ecology School at River Bend Farm's AgroEcology for Resilient Communities (ARC) Project supports the development of regenerative, climate-smart, and equitable food systems in Maine and the Northeast through a range of approaches including food systems education and farm-to-table initiatives, community partnerships and collaboration, local food pantry donations, on-site farming operations, and a student farm apprentice program.

Our food systems education includes a circular experience for students who live and learn at The Ecology School, beginning with the opportunity to see first-hand where and how their food is grown on our 1.5-acre working agroecology field. During mealtimes, students enjoy farm-grown food with peers in a family-style dining setting, while measuring their food waste and learning about how composting helps to grow more food on-site. Additionally, our demonstration plots of raised beds model for students how they

**2024 eco-Excellence Award Nomination Form : Entry  
# 5923**

can replicate growing food at their own home or community in an accessible way. Students leave their experience at The Ecology School, feeling inspired to think more about where their food comes from, how to grow their own food, and how to start composting at their home, school, or in their community.

**2024 eco-Excellence Award Nomination Form : Entry  
# 5913****Municipality**

Westbrook

**Name of Nominee**

Bloom Consignment &amp; Resale

**Award Nominee (Please indicate whether this is an Individual, Non-Profit, Municipality, or Business)**

Business

**Nominee's Address**863 Main Street  
Westbrook, ME 04092[Map It](#)**Nominee's Email**[bloom.consignments@gmail.com](mailto:bloom.consignments@gmail.com)**Nominee's Phone**

(207) 887-9448

**Award Nominator**

Lilly Van Der Steenhoven

**Nominator's Address**141 Mechanic Street  
Westbrook, Maine 04092[Map It](#)**Nominator's Email**[lillyvanders@gmail.com](mailto:lillyvanders@gmail.com)**Nominator's Phone**

(207) 615-6425

**Reason for Nomination - 100-250 words. Please See Criteria Below**

Sustainable practices are the core of Bloom Consignment & Resale ethos. As a business, they are advocates for slow fashion and offer a welcoming and friendly place to consign and shop a curated selection of clothing and accessories offered in inclusive sizes for all genders. They seek to extend and reinvigorate the life of discarded and unwanted garments. The shop itself was created using secondhand fixtures as well as repurposed wood for the shelving and front desk. They reuse the paper clothing tags and gift cards to extend the life of the less sustainable aspects of the business. Bloom actively uses their social media platform to share information about sustainable consumption, upcycling and other ways to make sustainable choices when it comes to clothing and fashion. Bloom Consignment & Resale provides a welcoming environment, free of judgement, to have kind, open and honest

**2024 eco-Excellence Award Nomination Form : Entry  
# 5913**

conversations about the reality and unsustainable nature of the clothing industry, what it means to be a sustainable shopper and how we can incorporate that into our daily lives.

**2024 eco-Excellence Award Nomination Form : Entry  
# 5781****Municipality**

Windham Maine

**Name of Nominee**

Chris' Crap Junk Removal

**Award Nominee (Please indicate whether this is an Individual, Non-Profit, Municipality, or Business)**

Business

**Nominee's Address**

84 hall road  
Windham, Maine 04062  
[Map It](#)

**Nominee's Email**[207cashpaid@gmail.com](mailto:207cashpaid@gmail.com)**Nominee's Phone**

(207) 572-9697

**Award Nominator**

Chris Weiss

**Nominator's Address**

84 hall road  
Windham, Maine 04062  
[Map It](#)

**Nominator's Email**[207cashpaid@gmail.com](mailto:207cashpaid@gmail.com)**Nominator's Phone**

(207) 572-9697

**Reason for Nomination - 100-250 words. Please See Criteria Below**

Hard working old fashioned service 2 years and going! When you think of 125 truck loads that can be a lot! Cleaning up the earth one truckload at a time throughout southern Maine! Family owned family operated with a smile! Also giving discounts to vets, active duty, school staff & those who truly can't afford it!

**2024 eco-Excellence Award Nomination Form : Entry  
# 6065****Municipality**

Portland

**Name of Nominee**

Sydney Harris and Suz Okie, Reuse Portland

**Award Nominee (Please indicate whether this is an Individual, Non-Profit, Municipality, or Business)**

Individual

**Nominee's Address**212 Coyle Street  
Portland, ME 04103[Map It](#)**Nominee's Email**[sydney@upstreamsolutions.org](mailto:sydney@upstreamsolutions.org)**Nominee's Phone**

(914) 329-2156

**Award Nominator**

Vanessa Berry

**Nominator's Address**3 Wade Street  
Augusta, ME 04330[Map It](#)**Nominator's Email**[vberry@nrcm.org](mailto:vberry@nrcm.org)**Nominator's Phone**

(207) 242-8086

**Reason for Nomination - 100-250 words. Please See Criteria Below**

Sydney and Suz are the co-organizers behind Reuse Portland, a grassroots coalition of businesses, nonprofits, municipal staff, and community partners who care about Maine's environment and work to solve the challenges of wasteful packaging through reuse. In the past year, Sydney and Suz have assembled a diverse group of partners to find solutions to single use service ware and move Greater Portland closer to its zero waste goals, set in motion through Portland and South Portland's shared climate action plan, One Climate Future. They channel their passion for reuse into advocacy, education, and creating long-term solutions that support a circular economy in Maine. Their expertise and enthusiasm for reuse is why I would like to recognize Sydney, Suz, and Reuse Portland for a 2024 Eco-Excellence Award.