



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. Recylopedia 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