

ecomaine

Memorandum

DATE: May 16, 2024

TO: Chair and Members of the Board

FROM: Kevin H. Roche, CEO

SUBJECT: Minutes – Outreach & Recycling Committee Meeting

There is an **ecomaine** Outreach & Recycling Committee scheduled for **May 23, 2024 @ 4:00PM**. The meeting was called to order at 4:00 p.m. by Caleb Hemphill, Chair.

1. Approval of Minutes

Troy Moon moved to approve the minutes of the April 11, 2024, meeting; Rob Wood seconded. The motion was approved unanimously.

2. FY24 P.R. & Outreach & Digital Media Metrics

Jamie Garvin (Staff) and Abby Hart (Staff) updated the committee on FY24 numbers for both in-person and digital outreach and engagement:

- Education and community outreach: 66,656 (108% of FY24 goal)
- Recyclopedia: 4,793 searches in April; +44 app downloads for April (5,803 total since launch)
- ecomaine.org web traffic +6.8% MoM
- We updated our print ad running in MMA's *Maine Town & City* and other similar publications targeting elected officials and other decision makers in current and perspective ecomaine communities.

3. School Recycling Grants Program – Judging School Year 24-25

The Committee reviewed the submissions for the School Waste Diversion Grants program. A total of 7 applications were submitted totaling \$17,615. The Committee unanimously approved the following:

- Cape Elizabeth Middle School (Cape Elizabeth) – cafeteria waste separation (\$2800)
- Intercultural Community Center (Westbrook) – food composting/reusables (\$1400)
- Stepping Stones Montessori School (Chelsea) – trash and recycling containers (\$2675)
- Appletree School (Cape Elizabeth) – reusables (\$495)

Total Awarded: \$7370

It was agreed that follow up inquiries would be made by staff with the applicants from Deering High School and South Portland High School to further clarify their requests, with a final determination on their applications being made at the September meeting.

Furthermore, with only a portion of the \$30,000 grant budget awarded, the Committee agreed to open a second application window in conjunction with the Back-to-School period to generate additional proposals.

Finally, the Committee and Staff discussed the suggestion that the program be moved entirely to better align with teacher and administrator calendars. Going forward, the program will launch in mid-July with decisions made at the Committee's September meeting.

4. **Managers' Report:**

Events/Program Updates:

Jamie Garvin (Staff) updated the committee on the following:

- Despite the weather and rescheduling, the City of Portland's Earth Day Celebration was a success. **ecomaine** education and outreach included tabling, activities, demonstrations, and on-site painting of a silver bullet which was a big hit with kids and families. The Committee agreed that it makes sense for **ecomaine** to continue with a strong presence at this signature event.
- Our sponsorship with the Portland Sea Dogs got off to a great start with CEO/GM Kevin Roche throwing out one of the ceremonial first pitches on Opening Weekend.
- Preparations continue for the EPA REO grant program. Awaiting final notice of award from the agency. Actively recruiting for staff positions funded by the grant that will manage the development and execution of the initiative.
- Recruitment open for the vacant environmental educator position

5. **Recycling Market Report**

Jamie Garvin (Staff) provided a summary of the updated materials reports which continue to track favorably across virtually every material type.

6. **Other:**

Troy Moon updated on an item from the previous month's meeting that after he and Linda Cohen had connected with Jim Gailey, they were informed the Cross Insurance Arena will begin a program with CLYNK later this year/next Maine Mariners season for recycling cans and bottles.

Rob Wood motioned to adjourn the meeting at 5:30 p.m., and Dave Durrell seconded. Unanimous.

Attendees: Caleb Hemphill, Troy Moon, Rob Wood, Dave Durrell, Amber Swett, Lisa Belanger, Doug Howard

Staff: Abigail Hart, Adam Clair, Annie Hayes, Bea Johnson, and Jamie Garvin