ecomaine

Memorandum

DATE: February 27, 2025

TO: Chair and Members of the Board

FROM: Kevin H. Roche, CEO

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

There was an **ecomaine** Outreach & Recycling Committee scheduled for **February 13, 2025 @ 3:00 p.m.** The meeting was called to order by Caleb Hemphill, Chair.

1. **Approval of Minutes**

   Troy Moon motioned to approve the minutes of November 7, 2024. The motion was seconded by Linda Cohen. All in favor.

2. **Presentation: EPA Grant Program – Status Update**

   Zoe Malia (Staff) provided an update of the status of the EPA Grant (Multi Family Dwelling Recycling Education and Outreach Program) ***(See Attached).***

   Kevin Roche (Staff) briefly discussed the issue with limited communication from EPA on funding.

3. **FY 25 P.R. & Outreach Metrics**

   Abigail Hart (Staff) reported that staff have reached 76,164 people through all Outreach & Education activities. She provided a brief on the different types of education in working with communities to include sports sponsorship and other forms of outreach. Digital Marketing had a 44% increase to include other social media.

4. **Program Updates**

   Staff briefed the committee on the renewal of the News & Brews Trivia Night Series with Maine Public Radio. Staff also informed the committee that eco-Excellence nominations will open next week and will be reviewed by the committee at the April 10, 2025, meeting.

Linda Boudreau motioned to adjourn, and Amber Swett seconded the motion. All in favor.

Attendees: Lisa Belanger, Linda Boudreau, Linda Boudreau, Carry Castleman-Ross, Dave Durrell, Caleb Hemphill, Troy Moon Erik Street & Amber Swett

Staff: Sarah Folan, Abigail Hart, Zoe Malia, Denise Mungen & Kevin Roche