

# ecomaine

## Memorandum

**DATE:** April 10<sup>th</sup>, 2025

**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 **April 10th @ 4:00PM**. The meeting was called to order at 4:00pm by Caleb Hemphill, Chair.

**Item 1: Approval of Minutes**

- Caleb Hemphill motioned to approve February 13th’s minutes; Troy Moon seconded. All were in favor.

Kevin Roche (staff) suggests agenda be reordered to discuss metrics, grants, and eco-excellence nominations. Caleb Hemphill motions to move forward with new order of agenda, all are in favor.

**Item 2: Outreach Metrics and Updates**

- Kevin Roche (staff) announces the hiring of a new Communications Director, Lucy Sullivan.
- Troy Moon requests ecomaine submit comments rejecting LD43 bill.
- Staff reviewed digital media outreach reached 15,716 people in March.
- Staff noted that educational outreach has reached 100% of their goals, with 89,006 people reached.

**Item 3: School Grants Update**

- Bea Johnson (staff) briefed the committee on status updates of each school grant winner.
- The Town of Brunswick was unable to provide the information needed to process the grant and are encouraged to reapply next year.

**Item 5: eco-Excellence Nominations**

- The committee carefully reviewed 30 nominations, and requested all nominees be invited to the Annual Meeting.
- The committee requested that if staff find information that Wicked Clean Bins is not environmentally friendly, the award goes to Agri-Cycle. After careful review staff found that Wicked Clean Bins is sustainable.

- The committee chose the following winners for the eco-Excellence Awards:
  - Maya Faulstich - Individual
  - Wicked Clean Bins - Business
  - Casco Bay Lines - Non-Profit
  - South Portland Waste Reduction Committee – Group
  - M&R Development – Multi-Family Housing Leader
  - Ripe for Repair Team – Overall Winner
  
- Caleb Hemphill motioned to adjourn the meeting at 6:15pm, and Troy Moon second. All in favor.

**Attendees:** Caleb Hemphill, Linda Boudreau, Troy Moon, Carrye Castleman-Ross, Amber Swett, and Linda Cohen.

**Staff:** Kevin Roche, Abigail Hart, and Bea Johnson