

ecomaine

Memorandum

DATE: May 22, 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 **May 22, 2025 @ 4:00PM**. The meeting was called to order at 4:00pm by Caleb Hemphill, Chair.

Item 1: Approval of Minutes

Troy Moon motioned to approve the minutes of April 10, 2025. The motion was seconded by Linda Cohen. All were in favor.

Item 2: FY25 P.R., Outreach and Program Metrics & Managers Report

Lucy Sullivan (Staff) noted that presentation of the department metrics will be updated for FY25 committee meeting.

Manager's Report

- **School Waste Diversion Grants Program:** Lucy Sullivan (Staff) reported that schools are on track to complete reporting for deadline of June 1, 2025.
- **Multi Family Recycling Grant update:** Lucy Sullivan (Staff) reported that the Multi-Family Recycling Initiative (MFRI) team had a successful meeting with Piper Shores about a recycling pilot program at the Piper Shores Facility. Caleb Hemphill suggested contacting Ocean View in Falmouth for a similar effort.
- **School Waste Diversion Grants Program FY26 & Restructuring Upcycle Challenge:** Lucy Sullivan (Staff) presented a revised FY26 Grants & Awards cycle (**Attachment C**) intended to align each effort to better reach its targeted audience. This step will make the best use of staff capacity, and to make the schedule sustainable and consistent year to year. The committee agreed that this is a good approach, noting that the revised Upcycle Challenge will continue to be a “test case” and to see if staff can draw more engagement and participation from the public than in recent years.

Item 3: Other

- Lucy Sullivan (Staff) opened the floor to comments from the committee about ideas or desired areas of priority in FY26. The committee suggests that staff connect with people who are not already sold on recycling; develop outreach that corrects misconceptions about recycling and provide clear information about what happens to waste and recycling that reaches ecomaine. In addition, the committee suggested that messaging should invoke a personal and tangible benefit to the individual and community, such as cost savings; proactive messaging explaining EPR and its benefits to communities and individuals and continuing to ensure ecomaine is present and involved regarding relevant legislation.

Lisa Belanger motioned to adjourn the meeting at 5pm. Linda Cohen seconded the motion. All in favor.

Attendees: Caleb Hemphill, Lisa Belanger, Linda Cohen, Troy Moon, and Dave Durrell.

Staff: Lucy Sullivan