

ecomaine

Memorandum

DATE: September 11, 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 **September 11, 2025 @ 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 the minutes of May 22, 2025 (*Attachment A*). The motion was seconded by Troy Moon. All were in favor.

Item 2: FY25 Monthly & FYTD Outreach & Media Metrics

Lucy Sullivan (Staff) presented the updated metrics report (*Attachment B*). The new report format includes a breakdown of outreach by event type and metrics on percentage of ecomaine communities reached.

Manager's Report

- **School Waste Diversion Grants Program FY26:** Lucy Sullivan (Staff) confirmed that submissions opened as scheduled on August 15 and will remain open until October 15. Email messaging has been sent to education contacts and staff distributed information in person at Ruth's Reusables during teacher supply week. The committee will receive submissions to review in advance of the November meeting; winners will be selected at the meeting.
- **School/Educator Engagement efforts:** Lucy Sullivan updated the committee on new education efforts, including interactive games at tabling events to increase engagement and more effectively provide recycling information; and new Teacher Tool Kits that will launch with the new website later this fall.
- **Multi-Family Recycling Initiative Update:** Lucy Sullivan (Staff) shared the most recent monthly report from Zoe Malia (*Attachment C*) with the latest updates on the program's impact and expansion into new communities, including new relationships with housing authorities in Portland and Sanford. She confirmed that Zoe Malia has attempted to engage Ocean View in Falmouth but this has not yet progressed to a meeting.

Item 3: Other

- Committee requested to receive confirmation of updated FY2026 meeting dates via email.
- Committee thanks Linda Cohen for her service on the ecomaine board; she is invited to attend the annual meeting in 2026 so we can celebrate her service.

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

Attendees: Linda Boudreau, Lisa Belanger, Linda Cohen, Troy Moon, Caleb Hemphill, Carrye Castleman-Ross, Amber Swett, and Dave Durrell.

Staff: Lucy Sullivan