

ecomaine

Memorandum

DATE: May 15, 2025

TO: Chair and Members of the Board

FROM: Kevin H. Roche, CEO

SUBJECT: **Agenda for the Outreach & Recycling Committee Meeting**

There is an **ecomaine** Outreach & Recycling Committee scheduled for May 22, 2025 @ 4:00PM. The meeting will be held here at **ecomaine** in the 1R Community Room.

The agenda for this meeting is as follows:

1. Approval of April 10, 2025, Minutes (*Attachment A*)
2. FY25 P.R., Outreach Program & Outreach Metrics (*Attachment B*)

Managers Report:

- School Waste Diversion Grants Program (Final Reports Due – June 1, 2025)
- School Waste Diversion Grants Program FY 26
- Multi Family Recycling Grants
- Restructuring of Upcycle Challenge

3. Other:

Meetings:

Annual Board of Directors Meeting 06-18-2025 @ 11:30am

DATE: April 10th, 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

DRAFT



May 2025 Outreach and Communications metrics:

- As of early May, Outreach exceeded the FY25 outreach goal of 89,000, with 93,704 reached YTD
- The last 30 days saw:
 - 4.3k materials viewed in the Recyclopedia (top materials include: electronics, mattresses, Styrofoam, clothing and textiles)
 - 10k visits to ecomaine.org
- Dozens of outreach events for Earth month included Sea Dogs Sustainable Maine Day; City of Portland's Earth Day event in Payson Park; UNUM Earth Day; and waste audits in Saco, at Tom's of Maine and
- In May, Zoe Malia moderated a panel on Protecting The Environment & Natural Resources at the ClimateWork Maine Annual Summit in Augusta
- Onsite tours in this month have included the Rockland Sustainability Committee and STRIVE