



DATE: November 6, 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 **November 6, 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 September 11, 2025 (*Attachment A*). The motion was seconded by Dave Durrell. All were in favor.

Item 2: Amendment to By-Laws to add Chair of Outreach & Recycling to the Executive Committee

Linda Boudreau notes that the Chair of this committee does not have a de facto seat on the Executive Committee, although Caleb Hemphill currently serves on both. She advocates for this position to have a permanent seat on the Executive Committee, reflecting the increased importance of recycling, and the value for cultivating future board leadership.

Troy Moon motioned to advance to the full board the recommendation to add the Chair of the Outreach & Recycling Committee to the Executive Committee. Carrye Castleman-Ross seconds. All in favor.

Item 3: FY25 Monthly & FYTD Outreach & Media Metrics

Lucy Sullivan (Staff) presented the updated metrics report (*Attachment B*). October reflects the widest educational reach to date in FY26, even with limited staff.

Item 4: Update Multi Family Recycling Initiative

Lucy Sullivan (staff) shares the update that selection of a marketing & public relations firm to support the project (a substantial part of the grant budget) is nearing completion. All finalists have been interviewed and selection will take place by the end of November.

Item 5: Judging of School Waste Diversion Grants Program FY 26 (Attachment C)

Committee noted the overall strength of the applications this year, and affirmed funding for 10 applicants as follows:

SCHOOL	COMMUNITY	AMOUNT REQUESTED	AMOUNT GRANTED
Roots Academy	Cape Elizabeth	\$ 2,835.54	\$ 2,835.65
Falmouth Middle School (Community Service Club)	Falmouth	\$ 1,000.00	\$ 1,000.00
STRIVE PSL TOPS	Portland/South Portland	\$ 3,000.00	\$ 1,500.00
Dayton Consolidated School	Dayton	\$ 3,000.00	\$ 1,500.00
North Haven Community School (Green Recycling Team)	Rockland/Vinalhaven	\$ 5,000.00	\$ 5,000.00
Appletree School	Cape Elizabeth	\$ 630.00	\$ 300.00
Greely Middle School	Cumberland	\$ 2,600.00	\$ 2,600.00
Freeport High School	Freeport	\$ 3,500.00	\$ 3,500.00
Harrison Lyseth Elementary School	Portland	\$ 1,000.00	\$ 1,000.00
Loranger Memorial School	Old Orchard Beach	\$ 1,500.00	\$ 1,500.00
		\$ 24,065.54	\$ 20,735.65

Item 6: Other Business

- Lisa Belanger suggests that ecomaine connects with food waste expert Susanne Lee to possibly plan an educational event for the board or the public. Bea Johnson will connect with Lisa directly to explore this event.
- Caleb Hemphill confirms that the next committee meeting in February does not have a specific deliverable (no submissions to evaluate as it takes place between grant & award campaigns). Lucy Sullivan suggests that we consider bringing the selected Marketing & PR firm for the MFRI project to present.
- Linda Boudreau suggests arranging a tour of Agricycle and inviting all the board members to attend. Lucy Sullivan will follow up with Kevin Roche to discuss next steps.

Linda Boudreau motioned to adjourn the meeting at 5:15pm. Lisa Belanger seconded the motion. All in favor.

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

Staff: Lucy Sullivan, Bea Johnson, Erika Schaper