

ecomaine

Memorandum

DATE: February 12, 2026

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 **February 12, 2026 @ 3:00PM**. The meeting was called to order at 3:00pm by Caleb Hemphill, Chair.

Item 1: Approval of Minutes

Dave Durrell motioned to approve the minutes of November 6, 2025. Lisa Belanger seconded the motion. All in favor.

Item 2: Monthly & FY 26 YTD Outreach & Media Metrics

Dillon Whitton (staff) and Lucy Sullivan (staff) presented the year-to-date outreach metric. The report reflects increases in two key site metrics, the website relaunch, and the establishment of a new outreach goal to directly reach 75% of member communities annually.

Item 3: Multi Family Recycling Initiative Update

Zoe Malia (Staff) presented the updated Multi Family Recycling Initiatives report, including updated metrics on number of units in the program enrollment pipeline.

Item 4: Presentation: Mark McClennan & Alexandra Phillips, C+C Communications

C+C Communications firm was selected to fulfill the marketing & PR needs of the MFRI grant. They presented an overview of their project scope. They discussed their three-phase approach (as reflected in the presentation), and the work they have completed to date, which includes conducting key stakeholder research.

Item 5: Eco-Excellence Awards: Review submission categories and criteria (*Attachment D*)

The committee approved the categories and criteria as proposed in the attachment, with the following adjustments and process updates:

- Restore the category “Municipality.” This winner will be selected by the committee from a shortlist of finalists prepared by the staff. Staff will provide committee with a finalist report that includes recycling rate, outreach, and community engagement activities. Category will not be subject to public nominations.
- Explicitly include schools in the “non-profit or community group” category.
- Following the closure of nominations, staff will provide the committee with nominations and a tool for numeric ratings (1-5), which committee will use prior to the meeting. These ratings will not be binding or the sole determinant of winners but will help narrow the discussion during selection.

Item 6: Update: U. Maine Mitchell Center Food Waste Program Discussion

Lucy Sullivan (Staff) noted that Susanne Lee is scheduled to meet here at ecomaine on Friday, 2/20 to discuss a potential partnership and collaboration on food waste initiatives.

Item 7: Update: tour of Agri-Cycle Facility

Lucy Sullivan (Staff) suggested combining this with a tour of Municipal Waste Hub (formerly Fiberight), securing transportation, and opening it to interested staff members as well. The committee agreed that early spring would be ideal. Staff will work to establish a schedule for the event.

Item 8: Other Business

None

Troy Moon motioned to adjourn the meeting at 5:00pm. Linda Boudreau seconded the motion. All in favor.

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

Guest: Mark McClennan & Alexandra Phillips, C+C Communications

Staff: Lucy Sullivan, Bea Johnson, Zoe Malia, Dillon Whitton, Emily Gerencer & Sarah Folan