



Memorandum

DATE: May 22, 2026

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 28, 2026 @ 4:00PM. The meeting will be held here at **ecomaine** in the 1R Conference Room.

The agenda for this meeting is as follows:

1. Approval of Minutes April 9, 2026 (*Attachment A*)
2. Recycling is a Work of Art Contest 2026 – Judging (*Attachment B*)
3. Outreach & Media Metrics – FY 26 Year-to-Date (*Attachment C*)
4. Manager Update:
 - 2025-2026 School Waste Diversion Grants: year-end update
5. Other:

Meetings:

Annual Board of Directors Meeting 06-18-2026 @ 11am

DATE: April 15, 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 **April 9, 2026 @ 4:00PM**. The meeting was called to order at 4:00pm by Caleb Hemphill, Chair.

Item 1: Approval of Minutes

Linda Boudreau motioned to approve the minutes of February 12, 2026. The motion was seconded by Troy Moon. All were in favor.

Item 2: FY26 (Year-To-Date) Outreach & Media Metrics

Dillon Whitton (Staff) reviewed the media metrics report. The metrics reflect an increase in web analytics, organic social media, and an overview of a paid ad campaign for the eco-Excellence Awards.

Bea Johnson (Staff) reviewed the outreach metrics. The outreach metrics covered a sharp increase in residents reached through educational programming in the month of March. The Outreach metrics projects a completion of communities reached by the communication team has reached 75% of their goal for FY 26.

Item 3: Eco-Excellence Nominations Review

The committee reviewed 30 eco-Excellence Award Nominations. During the review process, it was noted that there were several impressive nominations for high school students. The committee has added a new category “Student Leader” and the winner of this new category will receive a \$200 scholarship. The selected winners of each category were:

Individual: Kelly Greenlee

Business: Reverie Coffee House

Non-Profit/School/Community Group: Thomaston Grammar School

Multi-Family Housing: Portland Housing Authority

Municipality: Sanford

Student Leader: Claire Carter

Item 4: Manager's Report

- **UMaine Food Waste Program Follow-up:** Lucy Sullivan (Staff) updated the committee on a meeting between herself, Susanne Lee, and Kevin Roche. During that meeting, the three agreed that their best path forward was closer partnership between the Mitchell Center and ecomaine's education team. Erika Schaper (Staff) is in conversation with Susanne Lee about further activities in food waste education.
- **Tour of Agri-Cycle Facility:** Staff and Committee further discussed plans to visit & tour the Agri-Cycle Facility in Exeter, ME. Given construction at that facility and concerns about conditions in the summer, the committee agreed to postpone until early Fall 2026.
- **Recycling is a Work of Art 2026:** Staff distributed a campaign outline for this year's Recycling is a Work of Art Contest and confirmed that submissions for the campaign will open on April 21, 2026, and will remain open until May 19, 2026. The committee will review the submissions & select winners at the next meeting on May 28.

Item 5: Other business

None.

Troy Moon motioned to adjourn the meeting at 5:15pm. Dave Durrell seconded the motion. All in favor.

Attendees: Caleb Hemphill, Troy Moon, Amber Swett, Dave Durrell, and Linda Boudreau.

Staff: Lucy Sullivan, Bea Johnson, and Dillon Whitton.

May 2026

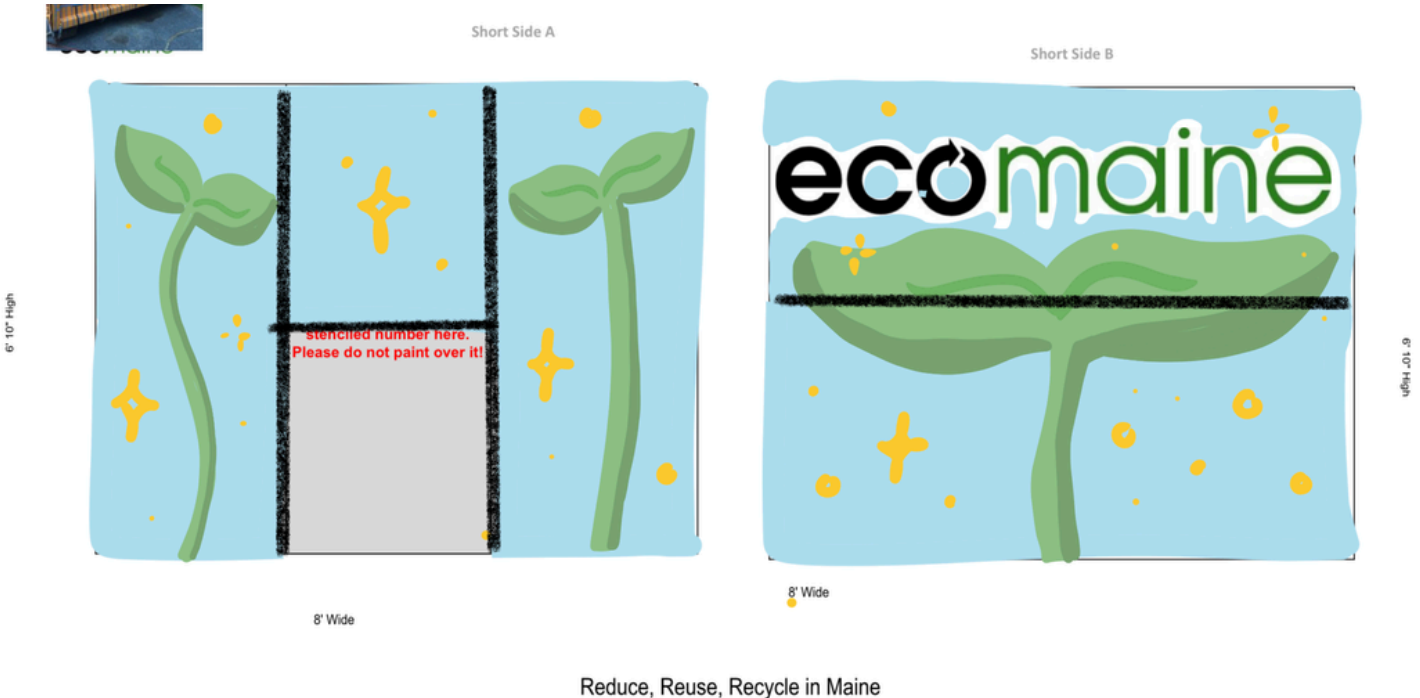
While the contest was promoted on social media, the ecomaine website, and on Maine Public, the communications team received just two submissions for consideration this year. One of these submissions was submitted and selected in a prior year, but was never executed, we believe due to staff turnover and a subsequent loss of communication.

SUBMISSIONS:

Cherry Ouch, South Portland

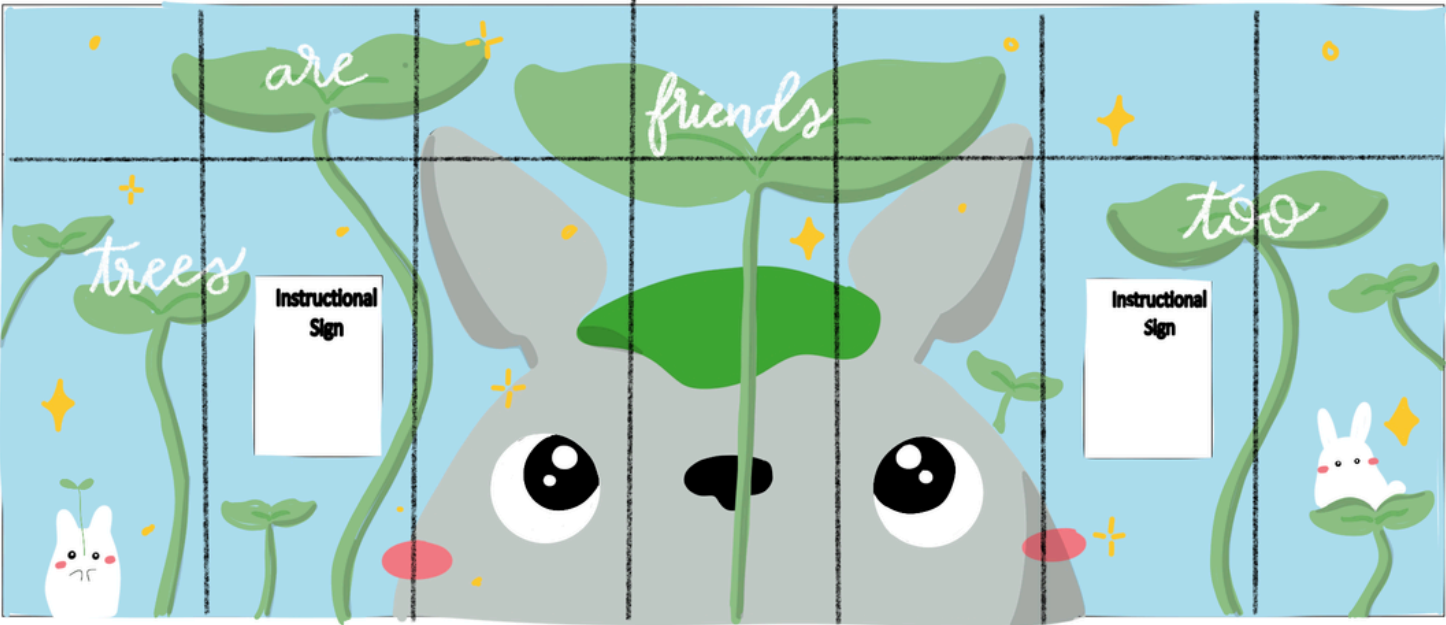
CHERRY OUCH, SOUTH PORTLAND

I just wanted to bring emphasis to being a community behind my art! My inspiration comes from Studio Ghibli film "My Neighbor Totoro" a friendly forest spirit where he helps trees grow! The perfect symbol to promote a green thumb in my whimsical art style! I felt that a familiar face could draw people in and connect to everyone of all ages! I currently reside in South Portland.



Reduce, Reuse, Recycle in Maine

CHERRY OUCH, SOUTH PORTLAND (CONT'D)



6' 10" High

Reduce, Reuse, Recycle in Maine



6' 10" High

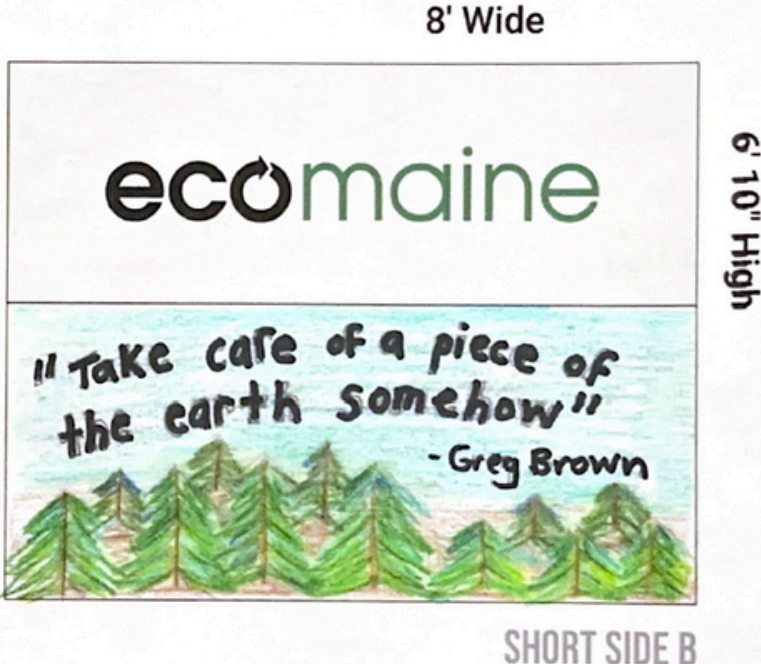
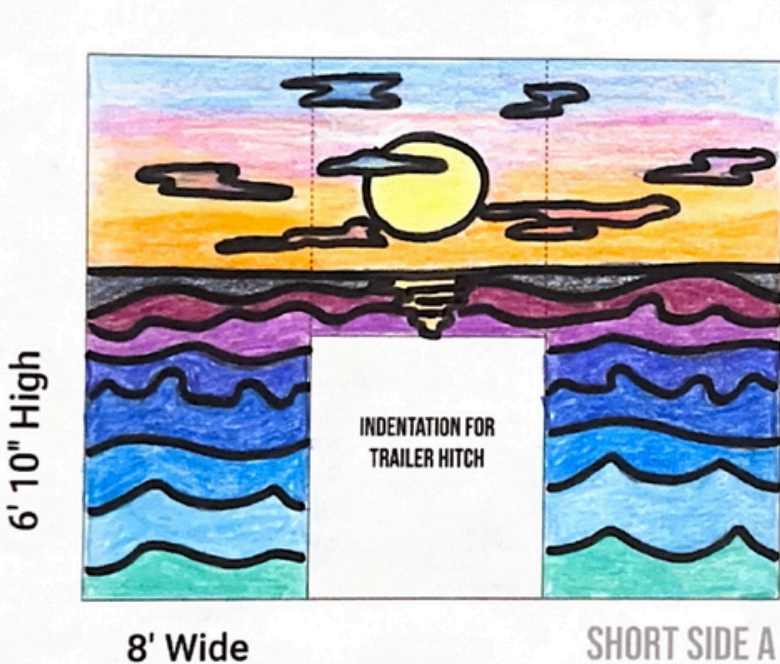
Reduce, Reuse, Recycle in Maine

22' 6" Long

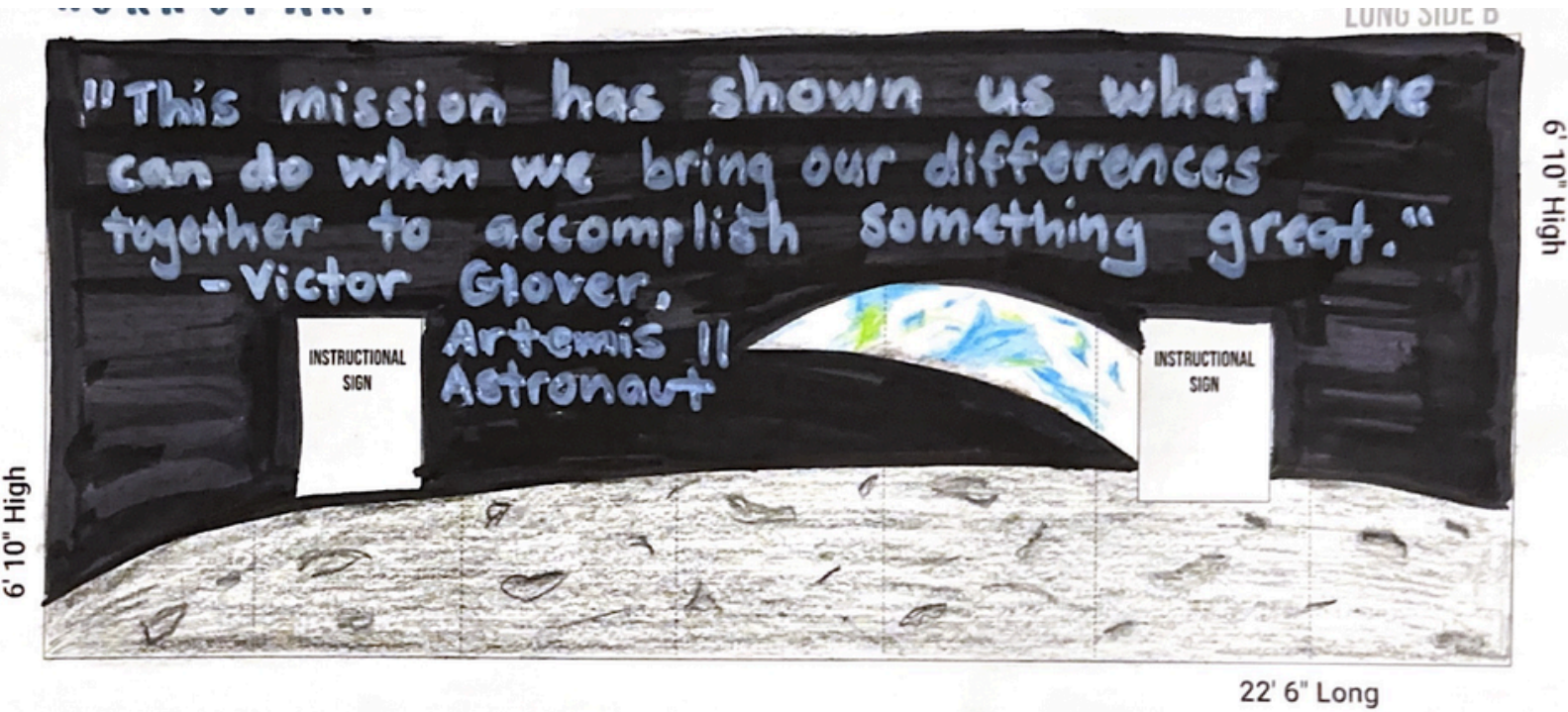
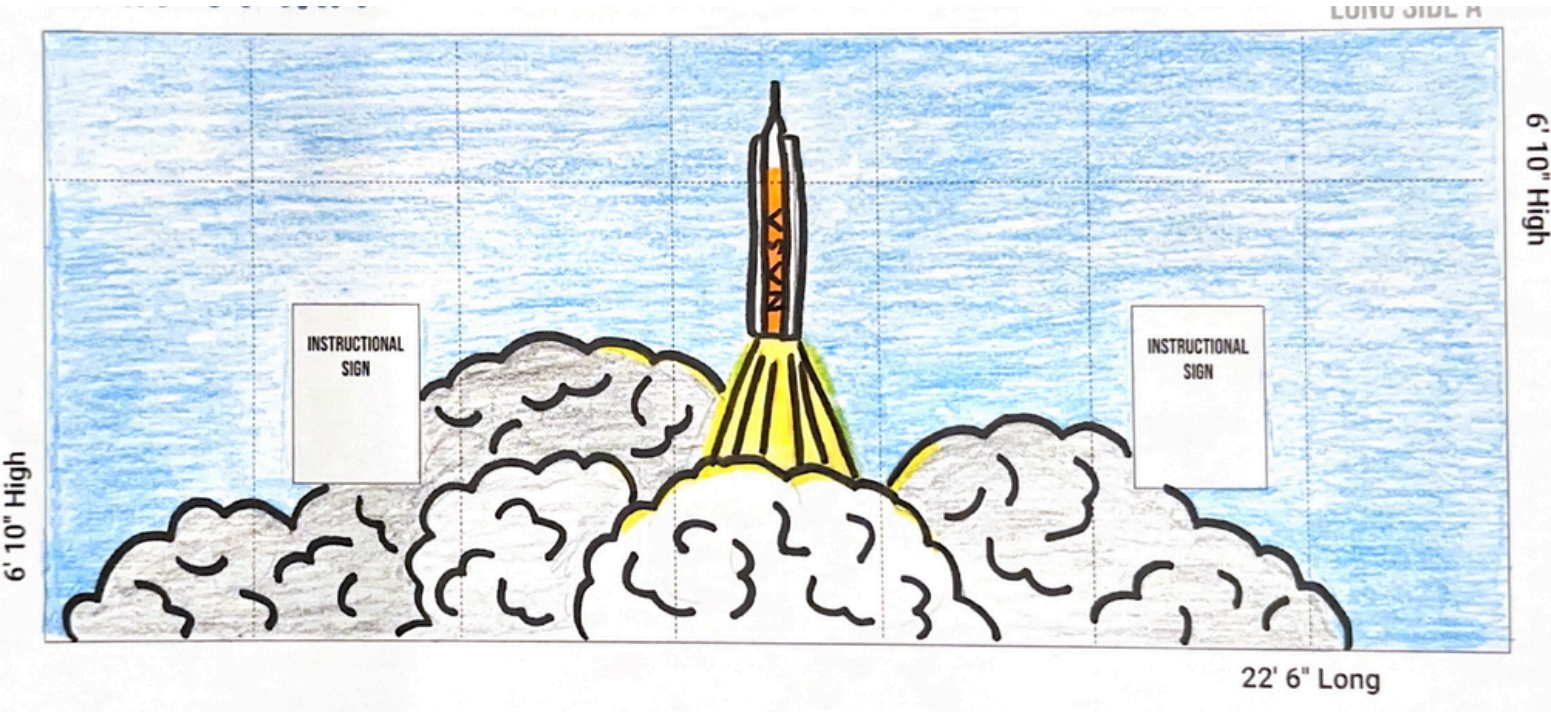
6' 10"

NICOLE CONNOLLY, FREEPORT

The various bodies of water, the forests, and the sheer beauty of our great state move me every single day. That said, I am more than just a lover of Maine. I am a lover and caretaker of Earth. The Artemis II mission gave our nation and world something over which to unite. We must not forget the lessons we learned from it.



NICOLE CONNOLLY, FREEPORT (CONT'D)



Outreach & Recycling Committee

May 28th, 2026 | Metrics Report

MEDIA REPORT: APRIL 2026

WEB ANALYTICS

Search Engine

Impressions 106,925 (+6.33%)
 Clicks 2,241 (+10.8%)
 Click-Through Rate 2.09% (+3.98%)

Users & Acquisition

Active Users 4,265 (-6.61%)
 Sessions 5,862 (-2.78%)
 Engagement Rate 46.46% (+19.06%)

RECYCLOPEDIA

2,688 Materials Searched
 1,469 First Time Visitors
Top searches: mattresses (179),
 electronics (147), styrofoam (108),
 single-use batteries (108)



March metrics included a paid Meta campaign. April's month-over-month decline reflects a return to organic (unpaid) social media reach.



4,104 Views (-64.59%)
 172 Interactions (-43.97%)



70 Impressions (-72.3%)
 94 Pageviews (-43%)

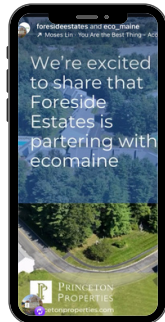


2,688 Views (-66.4%)
 106 Engagements (-28.9%)



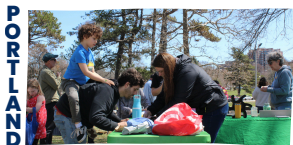
356 Views (-30.7%)
 2.5k Impressions (-4.9%)

Strategy Spotlight



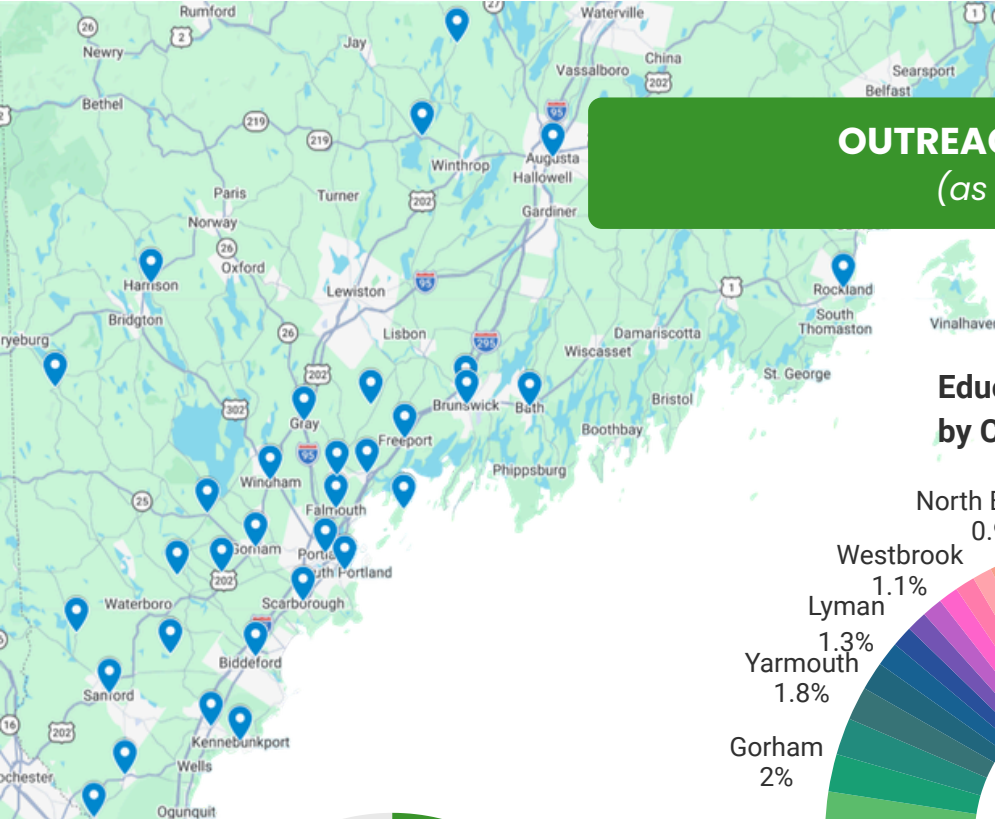
POST COLLABORATION: Posting collaborative content with our partners helps expand ecomaine's social media reach and get our brand in front of audiences who may not know us. An April collaboration with Foreside Estates highlighted MFRI's work on their property in Falmouth.

Earth Month Outreach Spotlight



April brought some of ecomaine's most visible community engagement of the year, with staff representing the organization at five Earth Month events across our member communities: Portland, South Portland, Westbrook, Saco, and Freeport. At Portland Earth Day and Green ME Up, the Girl Scouts of Maine's annual sustainability festival, staff also led hands-on upcycling crafts, guiding attendees through making tote bags from old t-shirts. (Shirts were sourced from Goodwill and Maine Needs discards, strengthening our connection to local non-profits.)

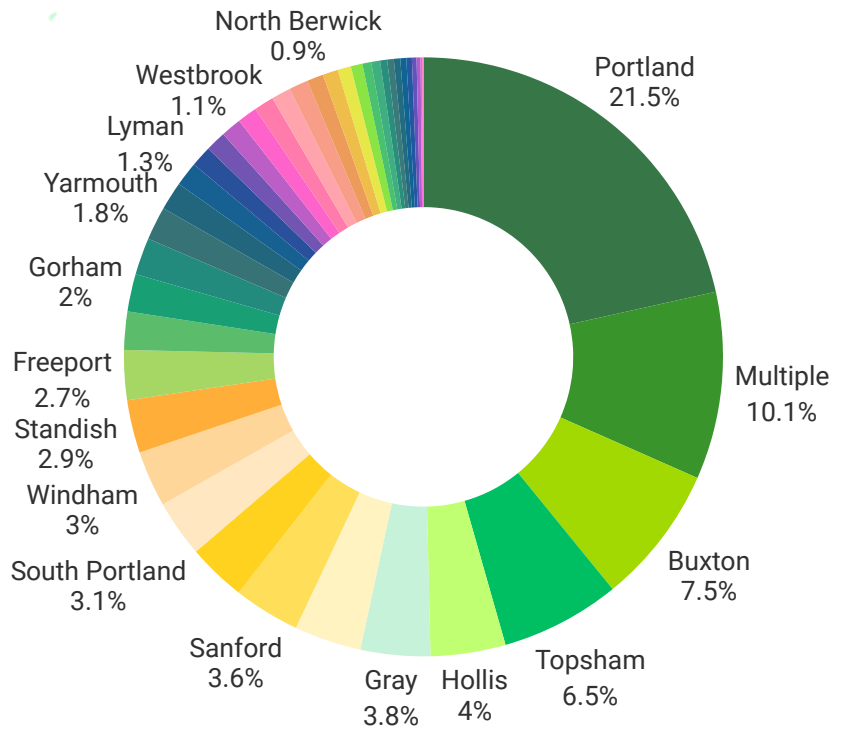
Across all five events, ecomaine reached **597** community members, reflecting strong community interest in sustainability across the state.



OUTREACH METRICS FYTD

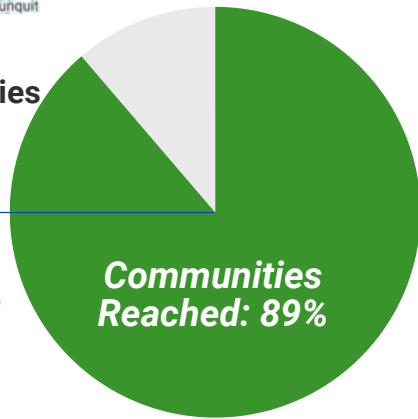
(as of 4/30/2026)

Educational Reach by Community **8,023 FYTD**

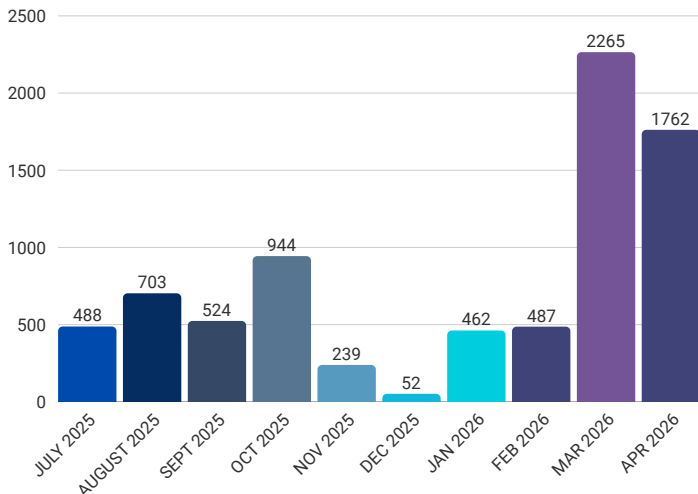


ecomaine Communities Reached FYTD

Goal 75%



Educational Reach (# people) **8,023 FYTD**



Completed Events by Type **190 FYTD**

