



Memorandum

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.