

ecomaine

Memorandum

DATE: May 28, 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 **May 28, 2026 @ 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 April 9, 2026. The motion was seconded by Amber Swett. All were in favor.

Item 2: Recycling is a Work of Art Contest 2026 – Judging

The committee reviewed two submissions for the Recycling is a Work of Art contest. The committee elected to extend conditional acceptance to both submissions:

- Artist Cherry Ouch: ecomaine staff will request a revised proposal that does not feature any proprietary artwork that is not the artist's own intellectual property
- Artist Nicole Connolly: ecomaine staff will request a revised proposal for the "Long Side B" portion, modified to include artwork that is more closely related to conserving earth's natural resources and/or recycling.

Item 3: Monthly & FY26 YTD Outreach & Media Metrics

Dillon Whitton (Staff) presented the media metrics report. The report covered increases in search engine traffic and a drop in social media traffic following the end of a paid Meta campaign that ran in March.

Bea Johnson (Staff) presented outreach metrics FYTD. The report reflected that the communications team has participated in 190 events in the fiscal year to date, reaching 89% of all ecomaine communities. Lucy Sullivan (Staff) noted that the new partnership with Hearts of Pine has fostered significant positive educational engagement, but requires a large commitment of staff hours, limiting capacity for other outreach. ecomaine signed a one-season contract and will evaluate the benefits of this partnership in the fall of 2026 before committing to another season.

Item 4: Manager Update

2026-2027 School Waste Diversion Grants: Year-End-Update

Bea Johnson (Staff) shared photos and highlights from the final reports submitted by the ten schools and organizations who received project funding this academic year. All grant projects were completed successfully. In this grant cycle, ecomaine staff conducted mid-year visits to recipients. This provided an opportunity to give guidance and keep projects on track, and this practice will continue in future cycles. The timing of the grant cycle worked well and will be replicated in the 2026-2027 cycle: submissions open August-October; decisions in November; initial disbursement of funds in December; mid-year visits in early spring; final reports and final disbursement of funds in May.

Item 5: Other business

None.

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

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

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