

ecomaine

Memorandum

DATE: September 3, 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 September 10, 2026 @ 4:00PM. The meeting will be held here at **ecomaine** in the 1R Community Room.

The agenda for this meeting is as follows:

1. Approval of Minutes May 28, 2026 (*Attachment A*)
2. Outreach & Media Metrics – FY 27 Year-to-Date (*Attachment B*)
3. Student Sustainability Leadership Council pilot program (*Attachment C*)
4. Manager Update:
 - ecomaine Education Center: Vision and Prospective Funding Sources
 - School Waste Diversion Grants
 - Recycling is a Work of Art Contest
 - Evaluation of Partnership with Hearts of Pine
 - Exeter Agri-Energy Tour (September 24, 2026)

5. Other:

Meetings:

Finance & Audit Committee	09-17-2026 @ 3pm
Full Board of Directors Meeting	09-17-2026 @ 4pm
Finance & Audit Committee	10-15-2026 @ 3pm
Full Board of Directors	10-15-2026 @ 4pm
Outreach & Recycling Committee	11-12-2026 @ 4pm
Executive Committee	11-19-2026 @ 4pm
Executive Committee	12-17-2026 @ 4pm
Finance & Audit Committee	01-21-2027 @ 3pm
Full Board of Directors	01-21-2027 @ 4pm
Outreach & Recycling Committee	02-11-2027 @ 3pm
Executive Committee	02-11-2027 @ 4pm
Full Board of Directors	03-18-2027 @ 4pm
Finance & Audit Budge Review	03-25-2027 @ 4pm
Outreach & Recycling Committee	04-08-2027 @ 4pm
Full Board of Directors	04-15-2027 @ 4pm
Finance & Audit Committee	05-20-2027 @ 3pm
Executive Committee	05-20-2027 @ 4pm
Outreach & Recycling Committee	05-27-2027 @ 4pm
Annual Board of Directors Meeting	06-17-2027 @ 11am



Memorandum

Attachment A

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.

Outreach & Recycling Committee September 10th, 2026 | Metrics Report

MEDIA REPORT: FYTD JULY & AUGUST 2026

WEB ANALYTICS

Search Engine

Impressions 222,519 (+1.33%)

Clicks 3,909 (+14.3%)

Click-Through Rate 1.8% (+12.5%)

Users & Acquisition

Active Users 8,076 (+7.42%)

Sessions 10,361 (+3.78%)

Engagement Rate 52.86% (+19.43%)

SOCIAL MEDIA METRICS



10,143 Views (+33.3%)
186 Interactions (-12.7%)



61 Impressions (-48.8%)
53 Pageviews (-30.3%)



8,428 Views (+68.4%)
58 Engagements (-23.8%)



1,076 Views (+10.2%)
6.4k Impressions (+16%)

RECYCLOPEDIA

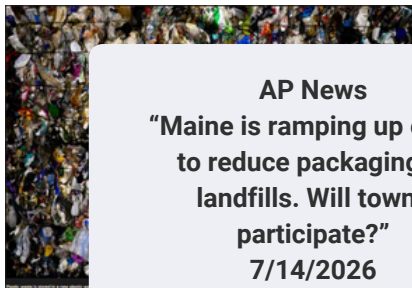
5,346 Materials Searched

3,013 First Time Visitors

Top searches: electronics (354),
mattresses (280), styrofoam (279),
single-use batteries (267)



Earned Media: FYTD JULY & AUGUST 2026



AP News
"Maine is ramping up effort
to reduce packaging in
landfills. Will towns
participate?"
7/14/2026

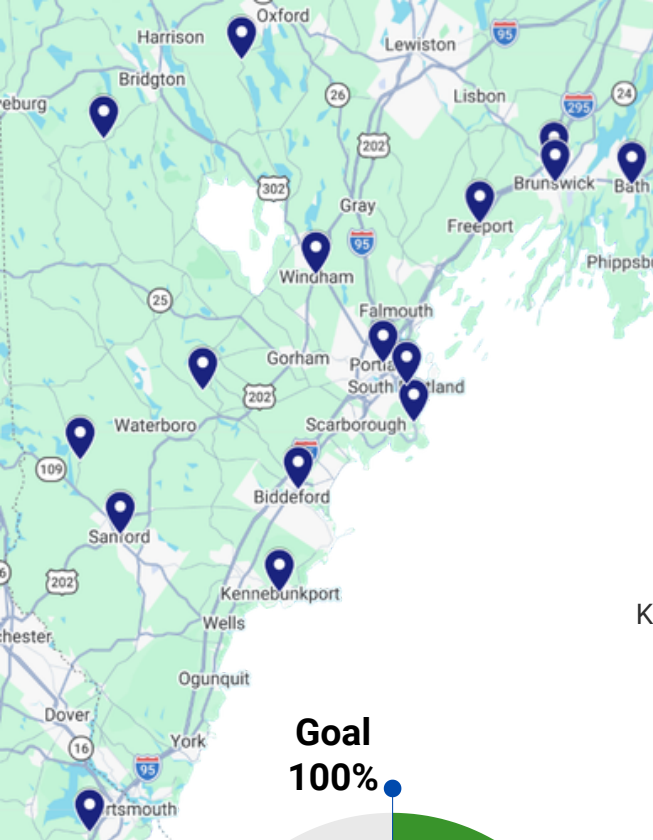
Lucy Sullivan, Director of Communications, was interviewed for the story, offering perspective on the challenges Maine municipalities face in joining the state's new packaging stewardship program. The piece ran as a print article in the Maine Monitor, and was picked up nationally by AP News.



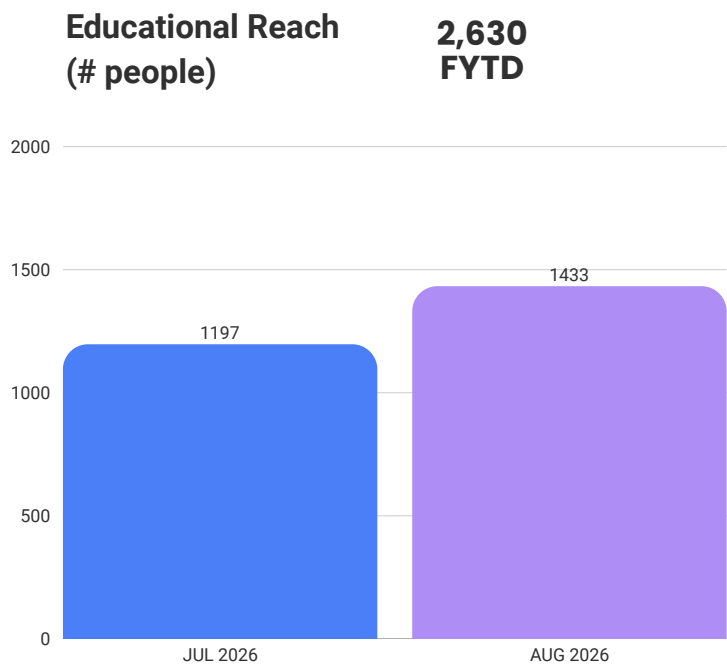
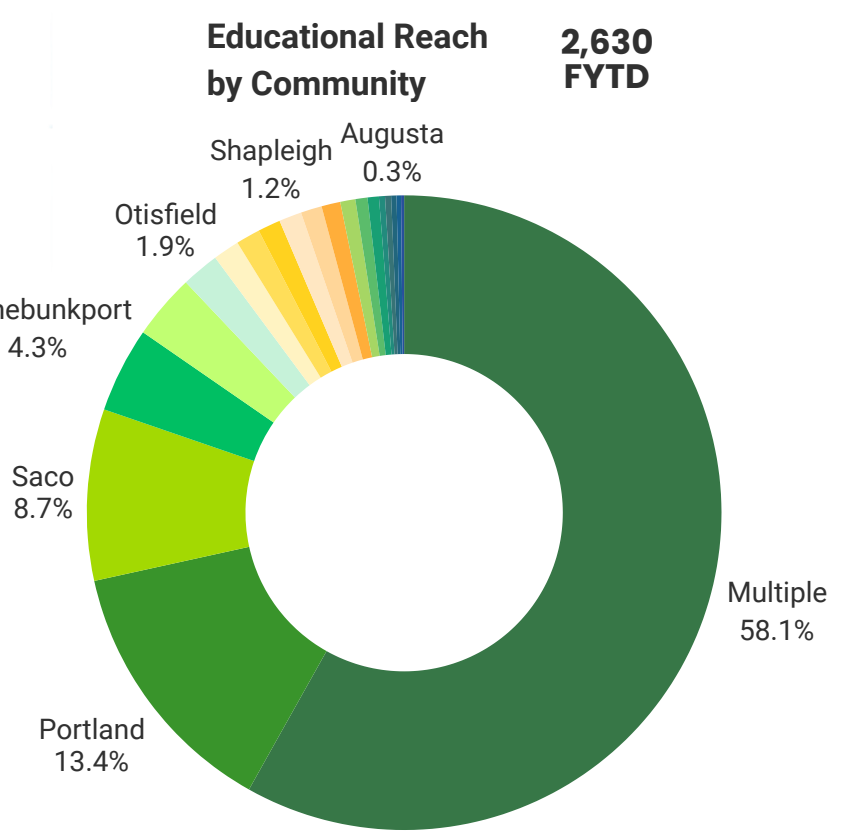
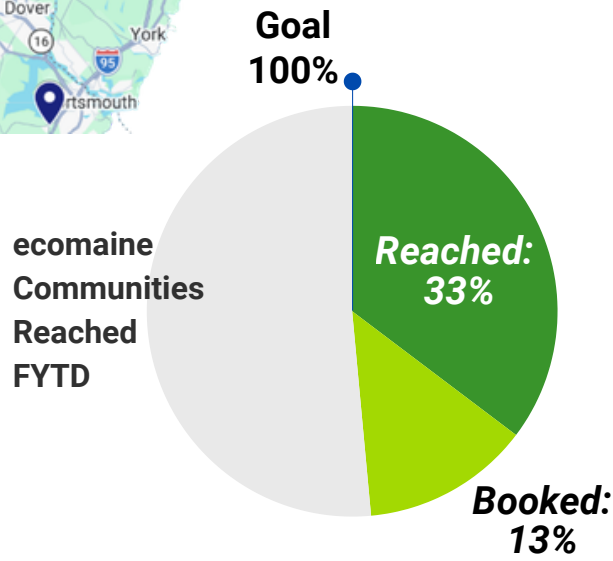
Recycling Today
"Ecomaine opens eco-Impact
Grants application"
8/28/2026

Waste Today
"SWANA announces 2026
award recipients"
8/25/2026

In late August, the Solid Waste Association of North America (SWANA) announced ecomaine as the winner of the **Facility Excellence Award** in the Waste Conversion and Energy Recovery category. The award will be presented at Rcon in St. Louis at the end of September.



OUTREACH METRICS FYTD July & August 2026





STUDENT SUSTAINABILITY LEADERSHIP COUNCIL OF MAINE

Concept: Bring together sustainability-minded high school students around the state to exchange ideas, discover potential paths in waste management, build their industry network, and get first-person knowledge of waste diversion and sustainability in action.

Juniors and seniors in Maine can apply for the council. Accepted students will meet virtually to learn from guest speakers and exchange practical strategies for sustainability projects. They will also have the option to meet in-person for site visits to waste management and sustainability locations in Maine.

Benefits to ecomaine & our mission:

- Cultivate the next generation of waste management leaders
- Build strong connections within current and prospective ecomaine communities
- Gain a better understanding of how to best serve schools and educate students
- Develop strong connections within the industry
- Solidify reputation as an environmental steward

Benefits to participating students:

- Learn from peers about how to successfully implement sustainability initiatives
- Connect with and learn from leaders in the waste management and sustainability fields
- Build leadership, networking, and presentation skills
- Demonstrate commitment to sustainability and establish credibility for future academic and professional opportunities

Potential Guest Speaker Organizations

- | | |
|-------------------------|---------------|
| • NRCM | • Maine Needs |
| • Garbage to Garden | • Agri-Cycle |
| • CAA and Reclay | • E2 Tech |
| • Reuse Maine Coalition | • MRRA |

Program Structure

Eligibility/Acceptance

- Any school in Maine can have up to two SSCOM members at one time; one junior, one senior
- Applications and letters of reference are accepted for juniors at the end of their sophomore year, for a two-year term
- Juniors who are active participants in SSCOM are invited to retain their seat; should they choose to decline their senior year, a new rising senior can apply for the seat

Activities

- Monthly virtual meetings (October – May), which will include a guest speaker from the industry and/or a peer discussion topic. Meetings are organized and facilitated by ecomaine.
- Up to 3 optional site visits per academic year

Potential Activities/Field Trips

- Tour of ecomaine
- Maine Municipal Association presentation on how to testify and become involved in legislation
- Augusta orientation with NRCM
- Presentation from the SO for packaging EPR
- DEP presentations of other EPR programs
- Pilot project presentation with Mitchell Center
- Tour of Goodwill
- Volunteer with Maine Needs
- G2G farm trip organics presentation
- Agri-cycle tour or presentation

Timeline: Pilot Program: Fall 2026 – Spring 2027

August-September 2026:

- Finalize timeline and structure for pilot, including dates and guest speakers
- Make initial outreach to prospective guest speakers

October 2026:

- Open applications and communicate to schools and educators about the opportunity

November/December 2026:

- Review, select, and notify applicants

January-June 2027:

- Pilot program: monthly virtual meetings with guest speakers
- One in-person site visit

May-June 2027:

- Solicit additional partner organizations for 2027-2028
- Open applications for the 2027-2028 academic year

Timeline: First Full Year Program: Spring 2027 – Spring 2028

May 2027:

- Open applications for 2027-2028 participants

June 2027:

- Review, accept, and notify participants

October 2027 – May 2028:

- Monthly virtual meetings with guest speakers
- Two to three in-person site visits

May 2028:

- Invite rising seniors to commit to second year
- Open applications for 2028-2029 participants