ecomaine

Memorandum

DATE: November 5, 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 November 12, 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 September 10, 2026 ***(Attachment A)***

2. Outreach & Media Metrics – FY 27 Year-to-Date ***(Attachment B)***

3. Manager Update:

   - Student Sustainability Leadership Council
   - Launch of Upcycle Challenge 2026
   - Recycling is a Work of Art
   - Chamber of Commerce Grant

4. Review eco-Impact Waste Diversion Grant Applications ***(Sent under separate cover)***

5. Other:

Meetings:

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 Boad 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

Attachment A

Memorandum

DATE: September 10, 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 **September 10, 2026 @ 4:00PM**. The meeting was called to order at 4:00pm by Caleb Hemphill, Chair.

Item 1: Approval of Minutes

Andrew Swayze motioned to approve the minutes of May 28, 2026 ***(Attachment A)***. The motion was seconded by Troy Moon. All were in favor.

Item 2: Monthly & FY26 YTD Outreach & Media Metrics

Lucy Sullivan (Staff) presented the Outreach & Media Metrics report ***(Attachment B)***. The report reflected continued strong web traffic; this can be partially attributed to the addition of the Events Calendar page, which is driving substantial organic traffic. In the first two months of the fiscal year, the team has reached 33% of ecomaine member communities, with a goal of 100% reached by end of FY27.

Item 3: Student Sustainability Leadership Council pilot program *(Attachment C)*

Bea Johnson (Staff) shared the pilot plan for the Student Sustainability Leadership Council (SSLC). The program will be led by ecomaine, bringing 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. The program will be open to all Maine communities, enabling ecomaine to build relationships in prospective communities. Applications for the first cohort will be solicited later in the fall, and the pilot will run through spring 2027, with the goal of the first full-year cycle launching in June 2027.

Item 3: Manager Update

- **ecomaine Education Center: Vision and Prospective Funding Sources.** Lucy Sullivan (Staff) shared preliminary concepts for the 1,800-square-foot education space that will be

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located at the new Recycling Facility. This space, adjacent to an observation walkway, can supplement tours. The goal is to develop an interactive exhibit space, interesting to all ages but particularly targeted toward school-age groups, covering recycling and sustainable waste management. This will require outside funding sources. Staff is pursuing public and private grants as well as corporate funding.

- **2026-2027 School Waste Diversion Grants.** Applications are open for the new grant cycle. The program guidelines and timeline are consistent with last year's cycle. The program is now operating under the name eco-Impact Grants to align with other branded organizational initiatives. Applications close October 20 and will be reviewed at the November 12 committee meeting.
- **Recycling is a Work of Art Contest.** The selected artists made the requested revisions. Staff and artists are still seeking mutually agreeable locations for locating and painting the roll-off containers.
- **Evaluation of partnership with Hearts of Pine.** Lucy Sullivan and Bea Johnson provided an update on this season's new sports partnership. Staff reported strong engagement at the games and an extremely relevant and well-received educational activation. However, the staff time commitment is limiting capacity in other aspects of outreach; and, because the games are attended by many season ticket holders, the reach per game is not always unique. Staff will consider concluding the partnership at the end of this season, or seeking a smaller partnership that includes a limited number of events.
- **Exeter Agri-Energy Tour.** The committee was reminded of the group tour of the EAE facility scheduled for September 24, 2026.

Item 5: Other business

Troy Moon shared that the city of Portland is not planning to do the major Earth Day event which ecomaine has supported for the last several years. This schedule change may be beneficial to ecomaine as we consider an Earth Day-timed grand opening event for the new recycling facility.

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

Attendees: Caleb Hemphill, Troy Moon, Amber Swett, Carrye Castleman-Ross and Andrew Swayze.
Staff: Lucy Sullivan, Bea Johnson.

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Attachment B

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%)

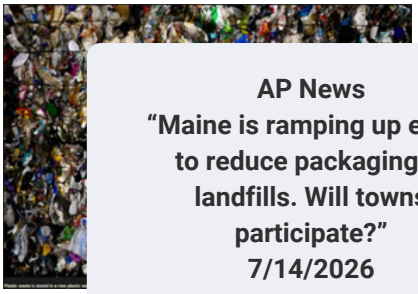
1,076 Views (+10.2%)
6.4k Impressions (+16%)

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.

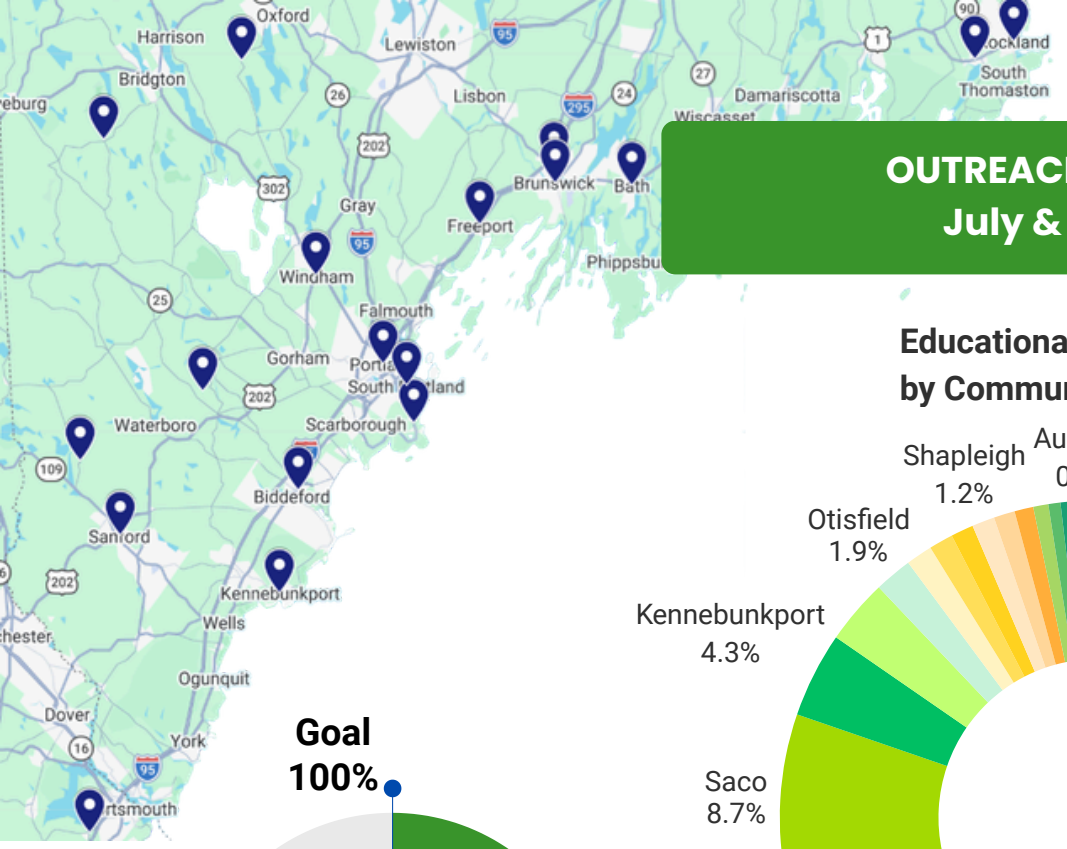


Recycling Today
"Ecomaine opens eco-Impact Grants application"
8/28/2026

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.

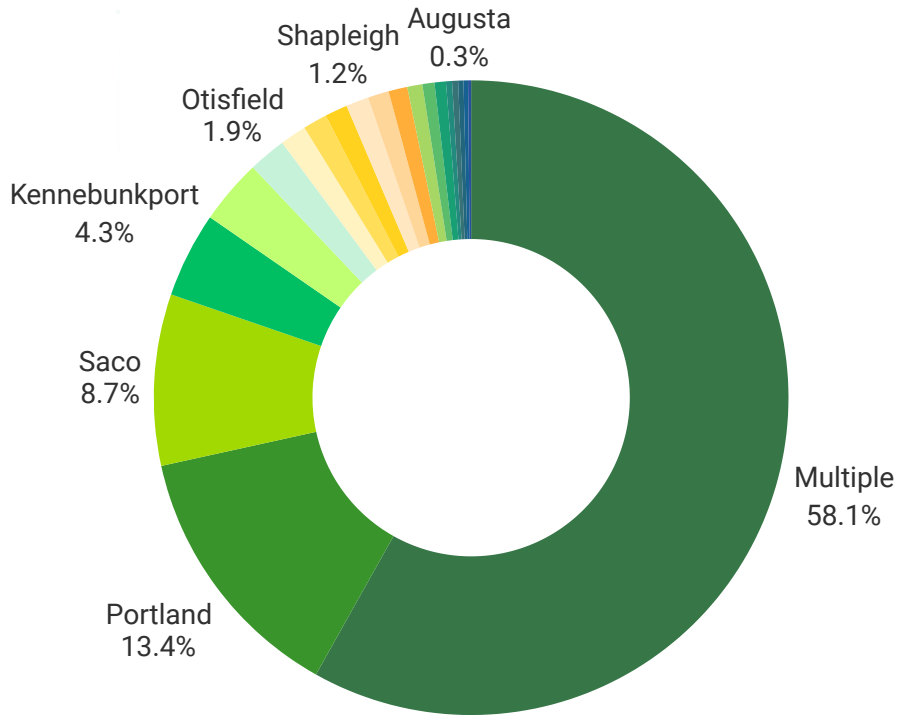
ecomaine



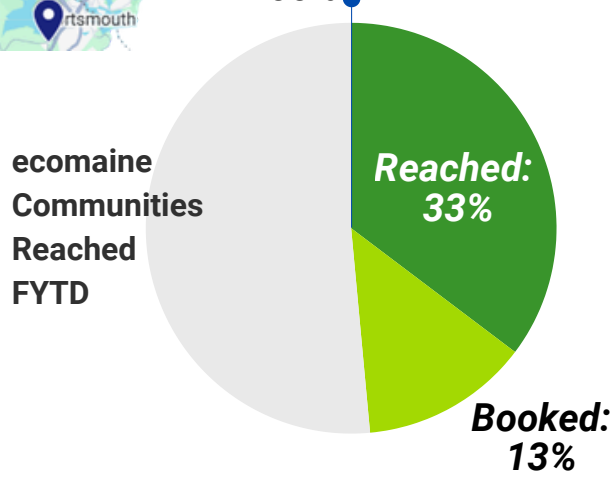
OUTREACH METRICS FYTD
July & August 2026

Educational Reach by Community

2,630 FYTD

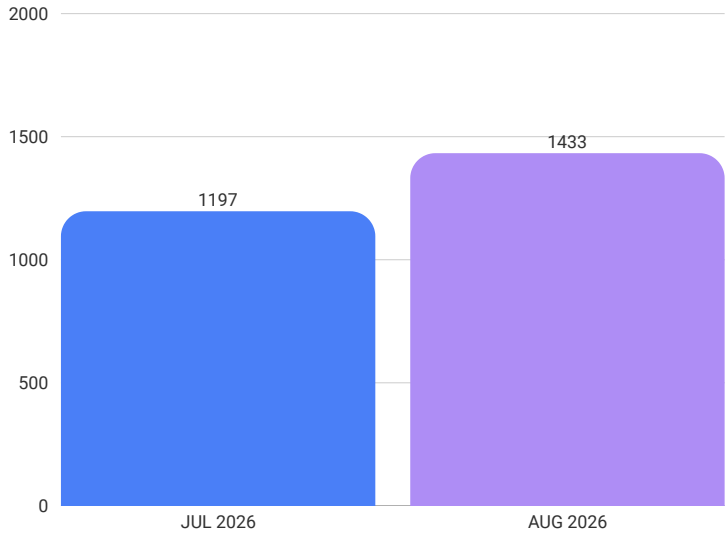


Goal 100%



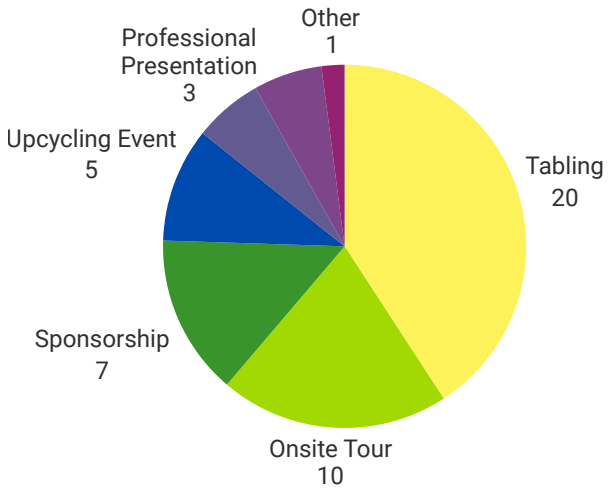
Educational Reach (# people)

2,630 FYTD



Completed Events by Type

49 FYTD



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