

# ecomaine

## Memorandum

**DATE:** September 14, 2018

**TO:** Chair and Members of the Board

**FROM:** Kevin H. Roche, CEO

**SUBJECT:** Outreach & Recycling Committee Minutes – September 13, 2018

The **ecomaine** Outreach & Recycling Committee met on September 13, 2018, the meeting was called to order by Caleb Hemphill Chairman at 4:05 pm. The Chairman requested committee members to bring forth any additional ideas or project thoughts in this meeting or future meetings.

1. Approval of Minutes
  - Maxine Beecher moved to approve the minutes from the April 5, 2018. The motion was second by Rob Wood and all unanimously approved.
2. Outreach & Education
  - Matt provided an overview of FY18’s final metrics and activities and those for FY19 through August 31 in earned media, social media, web, Recyclopedia usage, education & outreach, and paid media plan for FY19.
  - There was discussion of specific materials, and the strategies to provide layers of information for those constituents who prefer a “deeper dive.”
3. School Recycling Grants Program
  - FY18 – Matt and Katrina provided a recap of spending and activity in the FY18 School Recycling Grant cycle, reporting that more than \$20,000 will be spent, following the one year, no-cost extension given to Limington’s Emery Elementary School on its \$5,000 grant.
  - FY19 – Matt and Katrina described the updates to the grant program in FY19, including more continued efficiencies in payment; more specific deadlines for reporting; and a stipulation that grantees will engage directly with ecomaine for assistance and information.
  - The full Committee will review applications at the November 8, 2018 meeting; it was requested that this item be placed early on that meeting’s agenda.
4. 2018 Open House
  - Matt gave an overview of the 2018 Open House – vendors, activities, timing, and promotions.
  - It was suggested that ecomaine might benefit from more attendees if the Open House were open longer; for the 2019 Open House, it was agreed that we would examine the cost v. benefit of a longer event.

5. Recycling Market Report

- Matta reviewed the recycling market report and gave an update on the situation in China, which continues to affect the movement and sales of paper for the time being, though there has been improvement lately. Plastics' prices are currently up from last year.

6. No other/new business was presented.

7. Meeting adjournment:

- Maxine motioned to adjourn, Kimberly seconded and all unanimously approved adjourning at 5:17 p.m.

**Attendees:** Caleb Hemphill, Rob Wood, Robert Randall, Alan Bradstreet, Maureen McDevitt, Maxine Beecher, Kimberly Darling & Jami Fitch

**Staff:** Vanessa Berry, Matt Grondin & Katrina Venhuizen