

ecomaine

Memorandum

DATE: January 25, 2019

TO: Chair and Members of the Board

FROM: Kevin H. Roche, CEO

SUBJECT: Outreach & Recycling Committee Minutes – January 24, 2019

The **ecomaine** Outreach & Recycling Committee met January 24. The meeting was called to order at 4:03 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
 - Maxine Beecher moved to approve minutes, Maureen McDevitt seconded and all unanimously approved.
2. Outreach & Education
 - Staff provided a brief overview of ecomaine's educational outreach and media reach since September. FY19's numbers continue to track ahead of FY18's.
 - Staff noted the shortened timeline for tours this winter, due to WTE outage and renovations to follow; we will still conduct smaller tours when possible, and will emphasize presentations and virtual tours at offsite locations.
 - Staff emphasized the final week of eco-Excellence Award nominations; the Committee will consider those nominations at Feb. 14th's meeting.
 - Additionally, staff presented that the *Recycling is a Work of Art* contest is now open, through Feb. 27 – to be considered at March 7th's meeting.
3. Combatting Contamination
 - The Committee had a conversation about next steps to combat recycling contaminations. Staff offered resources available, including education staff, print/online resources, videos, social media, and more.
 - The Committee offered to make efforts, as well, including learning from Katrina and Vanessa about their presentations by tagging along, so that they can serve as ambassadors at other events. Staff urged the Committee to reach out for any events that would be suitable for education opportunities.
 - Linda and Maxine will draft an op ed to the South Portland/Cape Elizabeth Sentry; other members were encouraged to do likewise, employing earned media.
 - The subject of enforcement – inspecting and tagging – was discussed, both in terms of the benefits (targeted education/enforcement to offenders) and the drawbacks (cost, time, ROI).
 - i. Staff urged clear and copious communication and education to any community considering enforcement
4. Recycling Market Report
 - Tabled

5. No other/new business was presented.

6. Meeting adjournment:

- Maxine motioned to adjourn, Linda Boudreau seconded and all unanimously approved adjourning at 5:20 p.m.

Attendees: Caleb Hemphill, Maxine Beecher, Linda Boudreau, Maureen McDevitt, Kimberly Darling, Jami Fitch

Staff: Matt Grondin, Katrina Venhuizen, Gabe Gauvin

Also in attendance: Kathryn Oak, City of Portland