

SalemRecycles meeting
September 7, 2010

Present: Liz Vago, Lynn Murray, Marcia Lambert, Erin Huggard, Tony Keck, Jennifer Percy, Julie Rose, Penny Neal Whitlock, Susan Yochelson, Katie Giddings. Megan has moved to Melrose so will no longer be a member.

Guests: Tory from Salem State Vista program; Susan Hull and Guinevere from the Point neighborhood; Carla, vice president of Carlton School PTO.

Discussion around increasing neighborhood recycling and cleaner streets in the Point.

Guinevere is interested in being liaison w developers in the Point, particularly Eric Bronwen (sp?), to encourage recycling in the neighborhood. Reports that garbage is not picked up thoroughly in the area. Hopes for help/advice; maybe recycling or trash containers on street. Susan Hull reiterates that trash isn't picked up well and wishes that neighbors as well as city government had more pride in keeping neighborhood clean. Requests some consequences for leaving materials out inappropriately, such as couches and tv's left in alleys for months.

Per Julie Rose, Board of Health is the dept who can levy fines for this type of thing.

Tory's focus is service learning, trying to integrate community service into school programs, specifically services in the Point. Litter is an issue that came up recently. Option is to have SSU classes come up with educational materials or etc.

Guinevere—all 12 units in her condo building recycle, but most others in area don't. Concept seems unclear to them. Her experience is that neighborhoods in NYC have been able to learn recycling and that this helps keep the neighborhood clean of trash, also helps build pride in neighborhood and makes people less likely to destroy area features. She is looking for contact people from SalemRecycles and from the Beautification committee who can help or who have ideas or info about what may/does work. Funnel info to Tory, interested parties in the Point can volunteer to get the word out and help make it happen.

Apts over 6 units are supposed to be private trash collection but that is not strictly speaking true, per Julie. Lucy Corchado is head of neighborhood association and Susan H and Guinevere have been working with her. Julie suggests they as a first step take materials we have developed, put a packet together, and use what is helpful in their efforts. However, many are not in Spanish; SalemRecycles doesn't have much capacity for translating materials.

Liz points out that the Perfect Pickup campaign is one way we're trying to get the word out that recycling correctly has a payoff.

Guinevere—is there a list of bldg owners, can S-R and Beautification can send all a request to get large recycle bins for bldgs, suggesting this can help use tax money more wisely. Also ask owners to post Eng/Spanish lists of recyclables in bldgs.

Susan Y describes an experience with a public health dept elsewhere—they put a volunteer committee together who created comic book to explain issues. It was by the community, for the community. Maybe

something like this would work for this issue? Also, Sept 25th Coast Sweep program, do G and S think this might be a good kickoff to start a point cleanup campaign? G—who do we get in touch with? How do we get things going?

Marcia comments that this is an ongoing issue in Beautification also—how to engage those who don't do, don't care?

Julie R:remember we need to speak to the Spanish culture, rather than simply translating our existing English materials. Many different backgrounds, we probably need professional help to assess what type of campaign might work. For example, Portland ME did Spanish campaign around soccer. Salem has applied for a grant and will find out soon. The Point is 1 area in mind for using the grant. It was written loosely so we can still make decisions around how it is spent.

Carla wonders about prices for trash and recycling. Julie—recycling is about half the cost of trash. Salem is unusual in that commingled is cheaper, and NSRF pays us for paper. But we pay a flat fee, rather than per ton.

Carlton is having similar problems in-school as SR is having city-wide. Getting people from school on board will translate to better situation elsewhere in city, including the Point.

Guinevere mentions that street cleaning does not seem to happen often enough. Trash in open cans blows around. Confusion about making it happen—cars not towed, laws not enforced, it all contributes to a messy neighborhood.

CDC did a cleanup, recycled from their pickups.

Summary: have a couple SR members meet w/ neighborhood members and with Tory to flesh out plans. A group will meet at Julie's office this Friday 9/10/10 at 7:30am to look at materials, etc.

Other quick notes

Katie is helping organize tree planting on 10/10/10 and would love helpers from the neighborhood. SalemRecycles needs friends on Facebook. We will raffle various recycle themed items as we hit milestones of 500, 1000, etc.

Upcoming events

-BookSwap Saturday September 11, 2010—rundown of volunteers staffing it and schedule. Setup is Friday 6-7 pm. All should feel free to send flyer around electronically.

Clarification of categories: childrens, reference, music videos, fiction, nonfiction etc—but it depends on what shows up and how many show up at a time. Don't need to be too organized—this is like a yard sale.

-Household hazardous waste day Saturday Oct 2, 2010 in conjunction w/ Beverly, at Salem High School. Same as previous waste days; Julie will send flyer (Spanish and English) out to SR members. Jason has not released it yet but we feel earlier notice is better than later notice, so folks can plan. Volunteers are needed.

-Discussion: Haunted Happenings is coming up Thursday October 7, 2010. Will we be partnering w Phoenix School again? What enthusiasm level does committee have? Different choices: Perfect Pickup again? Tree planting? A way to promote the new YES/NO flyer clarifying how/what to recycle? Perfect pickup will end in December as far as we know.

Brainstorming about creating costumes—possibly marchers' costumes can be covered with the item we are explaining: covered with envelopes and paper, with a YES hat; Styrofoam chunks with a NO hat. Can make hats of old foamcore suggests Tony. Fasten things to a sheet that we wear. The more participants, the better. Each person only wears one type of item.

Volunteers to march: Marcia if she can, Penny if she can, Jennifer, Tony if possible, Lynn, Liz, Susan. Katie can march but not help prepare.

Susan and Penny have old sheets. Work party interest: Penny, Tony, Liz, Jennifer, Marcia, Susan. We need to do in the next couple weeks. We will set up a time after the meeting.

-Green business challenge is up to 47 businesses. Goal is to get 50 businesses.

-Follow up to Perfect Pickup in spring—Johnny Gold is planning a grand drawing for Red Sox tickets from among winners that are present at the NSRF event. No specifics available yet.

-Do and Don't flyer launch: Penny has been creating this flyer. Katie has gotten good feedback from folks she had shown it to. It wasn't perceived as strident. What about bringing the flyers to book swap for more feedback? They need to be finalized very soon.

Discussion within committee of ways to tweak flyer to clarify certain things, such as jar lids; Styrofoam trays not recyclable even if have symbol. Penny will finalize. We will do in b/w for the huge cost savings over color. Print the 2011 yard waste calendar on reverse? Or FAQs? Some concern that the black bands will transfer through. Julie will try a sample.

-Tree plantings –3 going to Friday route, 1 for Tuesday route. It is not decided yet where they will be planted.

-Wastecon summary—consensus is we should each watch the video of the panel discussion. Liz has put together a powerpoint presentation which she showed us tonight. It concluded the panel discussion and included music and stills and video of SR materials and events.

Julie—short news items:

Cleveland has an interesting experimental program with smart bins; will track whether people have been putting out their recycling bins; someone will check on folks who don't, and they could potentially ultimately be fined for not recycling.

Julie is visiting the Charter school tomorrow to talk about recycling committee and our projects. She will also pass out book swap flyers. Last year a student put together a school-wide book swap based on ours. EPA has a challenge for colleges to recycle at football games.

Susan Y has a request for next month's agenda—discussion of Bottle Bill renewal.