

SalemRecycles Meeting Minutes

Tuesday, May 3, 2016

Present: Nancy Gilberg, Erin Huggard, Tony Keck, Beth Melillo, Eva Mossberg, Lynn Murray, John Roberts, Julie Rose, Myrna Soper, Flora Tonthat, Liz Vago, Susan Yochelson, Geri Yuhas. **Guest:** Melynn Nuite.

Absent: Carol Hautau, Penny Neal.

NEW BUSINESS

- **April minutes** – approved.
- **Minute takers chosen** – September Erin Huggard, October Melynn Nuite, November Flora Tonthat.
- **Green Burials** – In Carol's absence, pushed to June meeting.
- **Industry Update** – Julie attended the NERC conference and distributed a summary to the committee. Key highlights were the importance of education (with pictures being more effective than words); the need for clean recyclable materials; and the problem of "wishcycling" (adding a non-recyclable item to your bin). Also discussed, the controversy of Styrofoam – is the carbon footprint of recycling it greater than trashing it?
- **Plastic Bag Update** – Nancy and Flora joined a brainstorming session with Salem Sound Coastwatch's *Talking Trash teens*. Two teens are considering drafting and proposing a plastic bag ordinance for Salem. We discussed the challenges of such an ordinance in an economically diverse community as well as people's resistance to change. We suggested alternative projects of a *Bring Your Own Bag Month* campaign, or an in-supermarket bag swap/reuse station. The teens are finalizing which project they'll choose. (Susan added that other teens, with help from a grant, are designing and distributing reusable bags to local bodegas.)
- **Salem's new truck** – Jason Silva seeks input for a design & slogans for Salem's new truck which DPW will use to pick up trash/recycling at schools and parks. We brainstormed and will suggest: "Recycle right...put waste in its place...for a clean, green Salem," with arrows pointing to a recycle bin and a trash bin.

OLD BUSINESS

Sub-Committees

- **Landlord To Do** – The English and Spanish info sheets are complete and have been distributed via trash bills and water and sewer bills.
- **Compost challenge** – In the transition from pilot to paid program, we originally had 400+ responses with 425 paid participants. We're now up to 456 paid and 41 unpaid. Cost is still \$49 / 6 months, but if we reach 500 participants, price drops to \$49 / 7 months. We'll continue to promote at Farmers Market. Melynn will reach out to Farm Direct Coop to see if we can promote there as well.
- **Butt bin recycling** – 50 new bins (with the new design) are on order, arriving in 2 weeks. Next sub-committee meeting set for Monday, May 9 at noon, either 3rd floor conference or Julie's office.
- **Strategic planning** – Draft distributed; all members should review and send comments to Julie or bring them to next (possibly final) subcommittee meeting, Wed. May 25, 6:30PM at Julie's house. We will also review our *Committee Member volunteer job description* at this meeting.
- **Websites and Communication** – Because we're a large committee with multiple communication outlets (GreenSalem.com, Salem.com, Facebook, blog, newsletter, etc.), we feel the need to discuss communication parameters, consistency between platforms, and a possible person or task force to approve all external messages. We'll meet Monday, June 6 at 6:30PM at 120 Washington St.; most members will join. Beth, Lynn, Nancy, and Liz will craft agenda / structure of meeting in advance.

Science Fairs

- **April 14 Citywide Science Fair** – Well attended and presents a great opportunity to engage with many parents and exhibitors. Black Earth Compost joined us and signed up composters. It is well worth our presenting here in the future, even if we have a simple display. The one-on-one discussions are invaluable, and we need several people in order to talk to everyone.
- **April 28 Carlton School Fair** – Beth attended this smaller event which drew only approx. 35-50 parents. The children were mostly interested in fun activities, and there was less interest in informational flyers. We may skip the smaller fairs going forward.

Swap ‘N’ Drop May 7 – If rain, people can still drop off, but no swapping. We will decide by 8:00AM Saturday, and if this change does occur, Julie will alter her outgoing voicemail at 978-619-5679 for volunteers and attendees to check, and will post to Facebook. Rain or shine, volunteers arrive by 9:30AM, when Beth will debrief them and assign roles. Nancy will ask local markets if they’d like to donate cloth bags to our Reusable Bag Swap.

E-Waste June 25 / ReFoamIt Update – ReFoamIt has lost their leased business space and has withdrawn from our June event. We have learned that “May is ReFoamIt’s last collection” and they *will* be at Beverly’s May 7 Recycling Extravaganza (no residency restriction), which we can promote. We need to confirm if they’ll be in Peabody on May 21.

Arts Fest June 3-5 – We’ve organized some fun crafts at previous Arts Fests, but we question if this fits with what we, as a committee, want to communicate – i.e., does the upcycled item have long-term use and value. We also question if this venue presents a good opportunity to share general recycling info. We’ll pass this year, but committee members are encouraged to check out the event so we can decide on presenting in the future.

Community Outreach

- **Naumkeag Ordinary** has an event June 22, 7-11PM called *Old Fashioned Beefsteak!*, a dinner served with no utensils but paper towels for all. This seems like an easy event to compost, and Black Earth can pick up for \$10 (or free if their business is advertised). Nancy will reach out to Naumkeag’s owner to see if they have interest.
- **Soup Factory; Steve’s Market** – a resident brought to our attention that The Soup Factory serves in plastic bowls which are not recycled, and that Steve’s Market displays all produce on disposable foam trays wrapped in plastic (as many markets do). No outreach planned at this time.
- **Minimizing Food Waste** – Liz and Eva will write a blog post on strategies to reduce food waste, which may include tips on shopping, storage, and managing your refrigerator.

Correspondence

- Dropbox – David is in the process of transferring our content to a new platform.
- Facebook – 1382 likes. Swap ‘N’ Drop has 666 Interested, 186 Going, 290 Invited.
- Constant contact; GreenSalem – temporarily on hold; we’ll discuss at 6/6 communications meeting.
- Blog – New post is up, an interview with Myrna Soper on composting. Matt Libby of *Recycle That!* will be interviewed next.

Mandatory Recycling Update – Julie will ride along with David to determine problem areas.

OTHER / General Announcements – Susan invited us to SSCW’s open house at new offices and to Run for the Beach.

Meeting adjourned 8:15PM.