

## **SalemRecycles Committee Meeting Minutes September 6, 2016**

Attendees: Beth Melillo, Julie Rose, Carol Hautau, John Roberts, Liz Vago, Melynn Nuite, Flora Thonthat, Geri Yuhas, Erin Huggard

Absent: Nancy Gilberg, Susan Yochelson, Lynn Murray, Penny Neal, Tony Keck

Meeting called to order at 6:37 pm

### **New Business:**

- August 2<sup>nd</sup> meeting minutes approved with two minor corrections
- 2017 Recycling and Trash Calendar reviewed with earlier comments incorporated. Will be going out in Water and Sewer bills quarterly and also available at COA, Dept of Engineering, etc.

### **Old Business:**

- September 17 Book Swap: Volunteers in order, new people have signed up. Plan to remind volunteers that they may look for books before swap opens but refrain during the event. Julie has enlisted Rich to cover parking with John, entrance to be marked with balloons. Hopefully new arrows will be painted in time.
- November 19 Textile Drive: Word is out to public to start saving now for collection, we need to remind folks to share on Facebook

### **Subcommittee Updates:**

- Butt Bin Recycling: Myrna who was very involved is no longer with the committee. Carol has also been involved explained that the city now has someone to empty the bins which will increase the recycling of the "butts" with Terracycle.
- Public Recycling: New bins coming next week, Big Bellies will be removed and new should be in place by Nov. 1<sup>st</sup>. Study of old bins proved they were not as contaminated as thought with only 5-10% non-recyclable items
- Plastic Bag Update: Video has been released to great response. Hit great marks on our Facebook page. Public recycling video will need to be updated when new barrels are in place.

### **Community Outreach:**

- Report from Farmers Market: Carol has been successful in outreach to residents about recycling and compost and will reach out to Black Earth to see how many actually signed up. Next date is September 29<sup>th</sup> with one additional date in October.
- Report from Zero Waste YMCA Pizza Event: Larger turnout than last year both in vendors and patrons. Found that 12 volunteers was enough but had to remind people where to place items, suggested that going forward a slider be placed on top of receptacles to make people stop and think. Unfortunately not 100% zero waste as Styrofoam plates were being used.

### **Correspondence:**

- Facebook: 1437 likes. Posts receiving the most attention were Planet Lunch Box (stainless steel box with compartments to avoid using plastic bags), Yellow Pages "opt out" website and the new video, No Plastic Bags in your recycle bin. The

most popular post was the article "Three Big Mistakes we Make with Recycling" (they are: wishful recycling and wrapping things in plastic bags.

- REMINDER AGAIN: Invite, Share and Like our posts to get the word out!
- Short Videos: 3 out now-very good and popular. David Holland will be going to e-waste and footage and text will be sent to Connor for editing
- Constant Contact newsletter- topics, creation and increasing distribution: Outline set for Sept. issue is done – Susan will review and when ready will be sent to Connor for cut and paste. We learned how to create a link on GreenSalem as well as how to share on Facebook
- GreenSalem: Flora has been updating as needed, Connor helps with videos
- Quarterly Blog: Beth is active on posting. Side note, NERC is looking for articles, suggested we all review past blogs,/articles to submit. Flora suggested the topic of "waste bags" for waste.
- Themes for 2017: keep pressing what we have been promoting, compost, plastic bag problems, proper recycling practices, etc.. Suggestion that going forward we may try to tackle the schools to help them recycle better in the hopes of lending our way into a composting program. Side note: Melynn reached out to the FDC about communal composting and that can not be in the works at this time.

#### Mandatory Recycling update:

- Not as challenging as when we began but much time spent distributing toters (due to things like condo conversions which would have not received toters initially.) Time will be eased to allocate more concentration on proper recycling practices.

#### General Committee Announcements:

- LORAX: Tree planting Thursday September 29<sup>th</sup> on Essex Street in front of Pamplemousse. Promoting the replanting of trees that have been cut down throughout the city

Meeting adjourned 7:24 pm.