

## **SalemRecycles Meeting Minutes Tuesday, January 3, 2017**

**Attended:** Nancy Gilberg, Carol Hautau, Erin Huggard, Tony Keck, Beth Melillo, Eva Mossberg, Lynn Murray, John Roberts, Julie Rose, Flora Tonthat, Liz Vago, Susan Yochelson, Geri Yuhas. **Guest:** Kim Driscoll.

**Absent:** Penny Neal, Melynn Nuite

### **NEW BUSINESS**

**November 1, 2016 minutes** – approved.

**Minute takers** – January 31, Susan Yochelson. March 7, Flora Tonthat. April 4, Lynn Murray.

**Cradles to Crayons** – Julie toured C to C at the recent Reuse Conference. They collect kids' items which social workers can take for families in need. Perhaps we will collaborate with them at May Swap 'N' Drop. Julie will email the link so we can learn more and decide.

**Repair Café** – We are considering hosting our first Repair Café, starting small; a subcommittee will discuss further (Tony, Liz, Eva, Nancy). The video we shared on Facebook received a huge positive response. Besides encouraging repair and reuse, it could help transfer skills from the older generation to the younger. We wonder if 3D printing technology would be helpful at this event.

**Textile collection at schools** – The Phoenix School will collaborate with *Recycle That!* to recycle textiles. In the public schools, a parent presented a proposal to Superintendent Ruiz about employing a NH company to collect textiles in Salem schools. We will wait to hear how this proposal progresses.

**Mayor update** – Beth Melillo and Carol Hautau updated Mayor Driscoll on our 2016 activities.

BETH: Our committee was “born” in 2008. Last year, we updated our strategic plan and mission statement, which both still focus on reducing waste, upping recycling, diverting reusables, and communications. We communicate via Facebook, GreenSalem.com, flyers, and a monthly newsletter, as well as in person at Farmers Markets and at our events. Our events include 2 book swaps, Swap 'N' Drop, textile recycling (which had record participation of 385 in November), and quarterly e-waste. New initiatives: We've added a zero waste spin to the YMCA's pizza event the last two years. We'd like to see textile recycling and composting in schools. We're working on our first Repair Café. We have fun, and enjoy celebrating our successes and our volunteers.

CAROL: Our committee still has several founding members plus many new ones; we each contribute in our own way. We promote the curbside compost program (no longer a city program; now fee-based) with 420 customers paid up (and others still to pay). The Cigarette Butt program expanded to include a new bin design; we're now mailing butts back for money for Main Streets. EWaste has grown in popularity; we now fill up to 3 trucks per collection. We're brainstorming how to address the challenges of September's combo EWaste / HHWD, which is crowded with extended wait times.

MAYOR: She observes us combining passion with fun, thanks us for our work, and wonders how the City can assist more. A School Sustainability Manager position may be created in FY 2018. Can we help the restaurant community's operations be more sustainable, help increase restaurant composting, maybe offer a survey to that community? (Eva suggests the app, “Too Good to Go,” where restaurants sell food that would have been tossed at the end of the night, at low cost.) Will our committee have a role in the bag ban? How to add incentive to education, and get recycling numbers up and trash volume down? (Julie adds that Salem is already Waste Management's favorite client with a contamination rate under 8%, better than most cities.) Should we move to weekly recycling, although costly? What is the ultimate incentive, short of PAYT? What should eventually happen with the transfer station after cleanup? Should we move DPW there; use it as a drop off spot for C&D (a money maker); or have a Swap Shop? We're open to ideas.

## OLD BUSINESS

**Debrief of 11/19/16 Textiles Drive** – Improved traffic directing thanks to John & Tim; John suggests adding a third person. Post in the parking lot several days in advance, to ensure our spots will be free. Goodwill agrees to bring truck the night before, as morning is too chaotic. We devised a simple training document to email volunteers beforehand and to post day of event; add explanation of the Tax Receipt to this. Use Rotary's Community Sign and maybe a flashing highway sign.

**Plastic Bag Ordinance** – We know of no “next steps,” education efforts or implementation plan for the 2018 bag ban. New subcommittee (Carol, Lynn, Flora, Susan) will examine all aspects and see who else from the City needs to be involved, e.g. Salem Chamber, City Council. Julie will set a meeting and generate a to do list. Ideas include: inform businesses that this is coming; suggestions of how to prepare; create window decals for stores to display (don't forget your bags). Draw upon lessons learned by other cities. Maybe add bag-making workshop at the repair café.

## Subcommittee Updates

**Butt Bin recycling** – On January 21, Susan, Geri and Carol will accept a statewide innovation award that our program won. Nick is now emptying the bins, and David Knowlton now heads the DPS.

**Public recycling** – DPS is looking at buying additional bins. Penny is finalizing a graphic for them.

**Community outreach** – We'd like to see textile recycling in schools and are waiting to hear if schools are proceeding. We discussed trash tonnage – how can we reduce it; are there problem neighborhoods that can improve? New subcommittee will discuss: Susan, Erin and Liz will invite David Holland.

## Correspondence

**Email reminders** – Reminder to use INFORM, ACTION, URGENT. Use “Reply All” only as needed to minimize emails. No decision-making via email, per Open Meeting Law.

**Facebook** – 1489 likes. We can now make customized cover photos. Recent popular posts include: Shoes from recycled plastic water bottles. Chicago video on no plastic bags in recycling (reached 3595 people with 17 shares). Repair Café video received 41 likes. We tried boosting a post for the first time – the December newsletter – to increase signups.

**Short Videos** – On hiatus as Connor's computer crashed, losing all footage.

**Constant Contact** – Our December newsletter received rave reviews. Let's get back on a consistent schedule, maybe 3<sup>rd</sup> week of each month. Ideas for next issue: one year countdown to plastic bag ban, upcoming book swap, SHS clothing pantry.

**GreenSalem.com** – Subcommittee met 12/27/16. We added Butt Bin info to the website, and changed the background image. Flora will provide data on our most loaded pages.

**Periodic Blog** – Beth and Eva will meet to discuss ideas for 2017.

## OTHER BUSINESS

**Salem Film Fest:** We agreed to sponsor one film. Maybe do a “Salem short” for next year on recycling.

**Mandatory Recycling Update:** David is working 21 hours / week, mostly in the field.

**General Committee Announcements:** SSCW's “Underwater in Salem Sound” series is starting up. Watch for a lecture on the aquafarming of kelp in Manchester by the Sea.

Meeting adjourned at 8:08pm.