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| **Kimberley Driscoll**  **Mayor** | City of Salem, Massachusetts |

 SalemRecycles Minutes

Jan 4, 2022 6:30pm

Present: Micaela Guglielmi, Kristin Woodruff, Carol Hautau, Shannon Chretien, Cameron Fullerton, Beth Gillett, Geri Yuhas, Bonnie Bain, Liz Vago

Absent: Nancy Gilberg, Erin Huggard,

Guests: Jen B

November 2021 minutes were approved by roll call vote.

**Old Business**

* Fall Textile Drive - November 22nd 8a-1p (Saturday before Thanksgiving)
  + Micaela noted the event went well. Comments from the event: it would be helpful to have a volunteer directing traffic. Beth agreed with this comment. Beth noted next year it may draw more interest as it will be mandatory to recycle textiles.
* TerraCycle collection - November 22nd 8a-1p during Textile Drive
  + Carol noted a comment about clarity around what packaging is acceptable. Micaela noted the challenge of being able to provide clarity and be brief and she is able to sort donations for now.
  + Micaela gave a shout out to Carol and Bonnie for the work done on this project. Micaela noted we have accumulated 4728 points, 925 units of Toms, 212 units of Swiffer, 812 units of stationary. This is approx $47 that can be donated to charity. Beth suggested keeping the donation local. Micaela noted the success of having an article about TerraCycle in the Globe. Shannon inquired about having a second collection location. Micaela noted this location is a trial and would be willing to trial another location and to discuss further. Carol noted the Community Life Center would be a good potential location and would be willing to check on it periodically. Liz suggested having drop off at other committee events (Repair Cafe). Bonnie inquired about the sorting process and how sustainable it is. Micaela and Carol noted it took approximately 1 hour to sort. Carol noted the 2nd collection was generally cleaner than the 1st.
* Fall Repair Cafe - December 4th - 9-12
  + Micaela noted the event went well. Carol noted many participants were at the cafe for the first time, Micaela noted approx 60% of registrants were new. Micaela stated she did not do any different marketing. Carol wondered if Nancy promoted any differently on Facebook. Bonnie noted this was the first time she participated and really enjoyed participating in the event. Geri wondered if it will continue to be done at the Community Life Center. Micaela noted a lot of positive feedback about having the event at the Community Life Center.

**New Business**

* Styrofoam Event - Saturday January 8th - Community Life Center, Salem - 9a-1p
  + Micaela is unsure if she is able to attend. Volunteers: Beth, Carol, Geri. Beth inquired if the Beverly coordinator (Susan) will send information to volunteers. Geri noted there will still be COVID19 testing at this location. Beth inquired if that would complicate the event if it would be possible to have a police presence. Micaela agreed. Liz inquired how many participants would be expected. Cameron inquired how the collection will run - will it be collection only or will it be condensed on site. Micaela stated she believes it will be a collection only and condensed at another location and staff from Save that Stuff will be available.
* 2022 Events
  + Next Repair Cafe - Micaela noted potential date of Feb 5th. Geri suggested this would be too soon in light of current COVID19 positivity rates and put it on the April date. Kristin suggested flipping the Repair Cafe and Book Swap dates as the Repair Cafe. Multiple committee members agreed. Micaela noted she will set the date to Saturday March 12.
  + Book Swap - Beth inquired about whether we would have a timed entry to the book swap. Kristin suggested we consider it. Beth suggested a 10 in / 10 out rule. Carol inquired if we would need to check vaccine status. Kristin suggested considering having the book drop off a separate time from the swap. Beth and Geri agree. Micaela agreed and we can discuss at a future meeting. Potential date: April 2
* Membership Recruitment - Micaela stated Mari (attended Nov meeting) is interested in joining, but could not be here tonight. Jen noted she is interested in attending more meetings. Liz suggested we need to have a chair elected as we have not had one since June 2021. Cameron inquired about requirements. Micaela noted she will find a description.
* Committee Name Change - Liz suggested “SalemRecycles” is well recognized, but community members may not recognize the full extent of our waste reduction efforts. Jen inquired about whether the committee has an intention to educate community members for waste reduction efforts. Carol noted that it is a part of many of our events. Kristin suggested a name change would best be consistent with the mission statement and, if we consider changing it, to review the mission statement. Geri noted the current name is well recognized. Jen noted adding to the current name (vs replacing) would ensure the name recognition stays. Carol inquired about the “R’s” and how to utilize them. Beth inquired if approval would need to come from the city/mayor. Micaela stated she will ask and will keep this on the upcoming agenda. Carol inquired whether our group would be better coming under the Sustainability department vs. Engineering department. Micaela noted potential confusion if the committee were to be in a different department. Beth also noted the community may not know what “sustainability” is as a concept and how we fit in that concept.

**Task Force Updates**

* Green Salem A-Z Guide - plans to meet this month

**Community Outreach**

* Waste Reduction Coordinator Update
  + Micaela noted Erin will step down from the committee and remain an emeritus member. Liz noted she will also step down from the committee as an emeritus member and will continue to volunteer. Micaela noted an upcoming meeting with Waste Management to discuss weekly (vs biweekly) recycling. The meeting will discuss the cost of this and how to offset it in other ways.

**Correspondence**

* Social Media Update
  + Shannon noted most popular FB posts were about the Repair Cafe (>2k views), styrofoam recycling (2,600 views), “the struggle is real” related to getting rid of shipping boxes. Current followers on Facebook: 2,993. Jen noted having the more participants commenting (at least 4 words) on Facebook, it generates a “conversation” and changes the algorithm to make the page more visible. She also noted comments do this, not “likes”.

* Electronic newsletter
  + Micaela noted Christmas tree recycling, styrofoam recycling, and thanking volunteers in most recent newsletter. Geri noted the Christmas tree bonfire has been canceled this year. Liz suggested alternatives to the bonfire. Micaela noted DPW collects to be chipped for mulch.

**Other Business**

* General Committee Announcements
  + Cameron inquired how well promoted the electronics recycling events are.