

## **SalemRecycles Committee Meeting Minutes August 2, 2016**

Attendees: Carol Hautau, Beth Melillo, Julie Rose, Erin Huggard, Nancy Gilberg, Eva Mossberg, John Roberts, Geri Yuhas, Melynn Nuite, Liz Vago, Tony Keck, Susan Yochelson, Flora Tonthat

Absent: Penny Neal, Lynn Murray, Myrna Soper,

### **New Business:**

6:32 PM meeting opened by Beth Melillo

- June 2016 Meeting Minutes approved.
- Flyer distribution signup circulated.
  - September 17 Book swap: discussion about traffic flow - add signage/balloons? Add more runners? Beth volunteered.
  - November 19 Textiles Drive 8 am - 3 pm

### **Old Business:**

- Update on Communications decisions based on June 6 meeting.
  - Communications are to be approved by at least one other member of recycles committee prior to posting
  - Strategic plan will be posted on Greensalem.com website - all in favor
- June 14 appreciation event debrief
  - Very successful: keys for success were name tags, raffle, committee members mingled more. Add stats on impact and possibly also prizes/recognition for "top volunteers". Recycling jeopardy. Volunteers to contact Julie. Could be run as a volunteer outreach event?
- Subcommittee: Set next meetings and updates
  - Butt bin recycling: Most of the new bins are up; many of the old ones have gone missing. Wonderful new informational video ready and shared! Possible placement and solutions on private property? Susan to follow up with Julie. Next meeting third week of August.
  - Public recycling: Summary of 6/29 meeting minutes. Audit came back much more positive than expected. New signage and communication needed? Needs to be positive, clear but not preachy. Final, approved wording for the City's values' statement: "Enjoy our History; Don't Trash our Future - SalemRecycles Greensalem.com"
  - Plastic bag update: Presentation made to City Council. Update to be provided at September meeting.
- Community Outreach:
  - Report from Farmers' Market
    - Two markets have been attended to date to raise awareness of our events and work. Well received.
    - Volunteer needed for August 25.
  - Report from Energy & Environment Fair: Flora, and Carol attended. Wonderful balance of exhibitors but very poorly attended.
- Correspondence:
  - Facebook: 1420 likes. New layout. Even Nancy likes it!
  - Constant Contact newsletter - topics, creation and increasing distribution. Training session summary by Julie: Keep it short, short, short. Videos and links. Little text. As a result, videos

were created and will be shared out. Intern will be available even when he goes back to school; will just need more lead time. Future training sessions available.

- GreenSalem: Strategic plan and committee description to be added.
- Monthly Blog: Q2 blog posted on Greensalem.com
- Mandatory Recycling Update: Recycling audit: FABVery good report for a city our size -8% residuals (trash) in recycling. Trash audit next. Discussion around how we improve recycling at Winter Island? Discussion around carton recycling.
- Other business:
  - Community Outreach
    - Melynn spoke with Black Earth Compost about a communal composting bin at the Farm Direct distribution site. For \$10/week they will pick up on Friday morning.
    - Salem's Best Pizza event on the Salem Commons held by YMCA. 2015 all plates, boxes and napkins were recycled. For 2016: Nancy coordinates: volunteers to arrive at 4:15 pm. Volunteers: Conor, Geri, Melynn, Nancy, Liz
  - General Committee Announcements:
    - Styrofoam - lots of questions from the public on how to continue recycling styrofoam now that ReFoamit is closed. Options: refuse it, trash it; tell manufacturer you prefer a recyclable material; drop it off at [SaveThatStuff](#) (limited); or re-purpose/re-use it (insulation/craft projects. More suggestions [here](#))!

Meeting adjourned at 8:15 pm.