

## **SalemRecycles Meeting Minutes - Tuesday, January 31, 2017**

Attended: Susan Yochelson, Tony Keck, John Roberts, Julie Rose, Eva Mossberg, Carol Hautau, Geri Yuhas, Liz Vago, Flora Tonthat, Nancy Gilberg. Guest: Bill Legault

Prior to New Business, guest Bill Legault shared information about his “**Fireballs of Salem**” campaign which is part of his KeepSalemClean effort. “Fireballs of Salem” encourages people to pick up and recycle alcohol bottles, especially Fireball Cinnamon Whiskey nips, which are discarded on streets throughout the city. People are asked to take pictures of the bottles they’ve picked up and post them on the Fireballs of Salem Facebook page. The page also uses the hashtags, #FleurdeSalem and #WeedsofSalem. He also announced that KeepSalemClean will also be coordinating efforts to keep the footpath by the Commuter Rail clean.

### **New Business**

January 3, 2017 Minutes approved.

**Book Swap** – Committee members were asked to post flyers for the March 18 book swap.

**Swap ‘N Drop** – Swap & Drop will be held May 6. Julie is exploring partnering with a children’s charity.

**SalemRecycles Anniversary** – Next year SalemRecycles will mark its 10<sup>th</sup> anniversary. The question was asked if there are term limits for members. Julie reiterated that there are no term limits, but anyone who has been active for a minimum of five years can change to emeritus status, in which he/she could remain involved, but not have to attend meetings.

### **Old Business**

**Textile Collection at Schools** – Julie has reached out the Phoenix School and the Salem School Superintendent to see if we can promote textile recycling through their efforts. No response yet.

**Mayor Driscoll Meeting Debrief** – Julie reported that the Mayor was happy to meet with us in January. Her priorities include reducing trash tonnage, implementing the Repair Cafe, and creating a new position of Sustainability Coordinator for Salem Public School District.

**Butt Bin Innovation Award** – Carol and Geri represented Salem and accepted a statewide innovation award for Salem’s Butt Bin Recycling program. The Mayor shared a photo on her facebook page, and other communities (North Adams) have expressed interested in the program.

**Public Recycling** – The manufacturer is exploring imprinting recycling information onto the barrels. It was suggested that we tie in the plastic bag reduction information and public recycling with murals in the parking garage.

## Subcommittee Updates

**Repair Cafe** – Target date is June/July. Possible location is 211 Bridge Street, former church, now an event space. 211 Bridge is interested in holding monthly repair sessions and would like to partner with SalemRecycles for our event. There was discussion about providing helpful repairs and showing people how to do their own repairs. Ideas included bike repair (with Dan Shuman from Salem Cycle), jewelry and eyeglass repair and where and how to use duct tape. The subcommittee will meet in March at 211 Bridge St.

**Trash Reduction** – The subcommittee will focus on textiles first. According to David Holland, Salem’s Mandatory Recycling Coordinator, textiles in the trash are a problem city-wide, especially with renters and people moving. The subcommittee will meet Feb. 27.

**Plastic Bags** – The subcommittee identified two major educational efforts needed: one for businesses and one for residents. Outreach to businesses will be first. FAQs will be developed and each committee member will visit three businesses to pretest the piece. The subcommittee will then focus on how to notify businesses. The committee would like to develop a theme, logo and messaging. Information will be posted on GreenSalem and Salem.com. The public educational campaign will coordinate with “Tidal Shift,” which is the theme of the Salem Arts Festival in June. Tidal Shift will highlight the bag reduction ordinance with an art installation of jellyfish made from used plastic bags (which marine life mistake for food) hanging across Front Street. The jellyfish are being made by volunteers and will be made by the public in the creative space at PEM/PM on Thursday, March 16. Everyone is asked to save plastic grocery bags and newspaper bags for this effort.

**Butt Bins** – 75 new butt bins will arrive in March. Bins are being emptied in the winter.

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## Correspondence

**Email Reminders** – Remember to use INFORM, ACTION, URGENT

**Facebook** –1499 likes. Events have been created for book swap, March E-waste and Swap & Drop.

### **Other Business** –

Discussion about adopted a bag share program called “Boomerang Bags” where people borrow reusable bags in the grocery store and bring them back for others to use. It was decided not to pursue at this time.

Composting: It was suggested that SalemRecycles sponsor some “Root” kids who are learning about hospitality, so they can learn about and appreciate the importance of composting.

Videos: Julie reported that Connor is no longer available to help with short videos. She will see if Kevin LeTourneau would be willing to help.

Meeting Adjourned 7:55 pm.