

Salem Recycles Meeting Minutes - Tuesday, March 7, 2017

Attended: Julie Rose, Carol Hautau, Flora Tonthat, Nancy Gilberg, Susan Yochelson, Beth Melillo, Lynn Murray, Erin Huggard, Tony Keck, Melynn Nuite

Prior to New Business, Tony showed a collection of plastic bags his family collected in one week. It was suggested to use as a Facebook post.

New Business

January 31, 2017 minutes approved.

Minute takers – remaining months for 2017

May	Melynn
June	Erin

Old Business

March 2017 Book Swap

Julie posted flyers in S. Salem. She said Geri did an amazing job of posting flyers all over. Committee members were asked to repost flyers that might have fallen down for the March 18 book swap. Julie will have some kids coming to work at the door. Dave Holland will be coming also. We're re-using the previous press release for this event. It was asked whether we will be having a Reusable bag swap there as discussed. We have some saved bags from our last event we can bring. Julie thinks we're in good shape and reminded everybody to get there on or before the start time.

May 2017 Swap and Drop

Swap & Drop will be held on May 6. Last year, we had the challenges of rain and someone who wanted to do her own swap. This year, we will in put a clause - In the event we have moisture or dampness, we can only swap rigid plastics, no clothing or textiles. We will be using the same flyer as always. Nancy will also comment on the issue of dampness on Facebook.

Textiles collection in schools

Julie reported that the Phoenix school will be using Recycle That for textile collection. She has not heard back from the public schools because they have not decided on a collector. Bay State won't do a pilot at the schools. Schools benefit by getting back some money with either organization. Beverly has received about \$70,000 over a several year period.

Subcommittees- updates

Repair Café:

Repair Café will be partnering with Bridge at 211. There will be a walk through of the space on Thursday March 23 6:00pm. SalemRecycles members are encouraged to go to see the space. Members do not have to be in the subcommittee to go. Tony thinks it may be the Dickson room where one can enter thru the parking lot. Tony will confirm with Mark. The goal is to open the Repair Café in September.

Butt Bin Recycling

Dave Knowlton is now in charge of DPW as well as Engineering. The current DPW staffer (hired by the previous head of DPW) who is cleaning out the bins is not working out too well. They need to make it more routine. The original plan was that in the 1st year, bins were to go to parks, but those bins broke and didn't work out. However, now that we have the newer, better bins, we can pilot them in the parks. Old bins are recycled in Lynn's metal recycling facility. Nancy suggested putting a sticker that says if the bin is broken, call this number. Julie thinks a clear sticker might be good even if it may need to be replaced periodically. New bins come with the big stickers already on.

Public recycling

Julie spoke with Penny today. She still owes us a final design. The original plan was to make a big sticker to be placed on top of the barrel. However, she found that they can just order new barrel tops with the graphic imprinted on top. People are recycling the right things for the most part. The worst part is the liquid. But liquid runs out when they lift them up to put in dumpster. Nancy will mention this on Facebook so we can minimize the liquid.

Trash Reduction

Julie, David Holland, and sub-committee had 2 great mtgs. Julie & David Holland will go to Council on Aging to talk to them about textiles. David will do a mini-focus group. They'll both be meeting with folks over 60. A question was asked "When do people get rid of the most textiles?" some thinks it's back to school time. Julie thinks young people continuously get rid of cloths as they now buy 12 wardrobes instead of 2-3 per year. It was suggested that it might be fun to have a contest of "Who has the oldest garment in their closet?"

A Survey is in the works. It will have 3 categories: 20 somethings, over 60, and non-English speakers.

Mandatory Recycling-hauler ordinance

Mandatory recycling currently only applies to people on our trash contract. JR applied for a technical assistance grant which gives her up to 80hrs of Sharon Kishida's time. Mayor's office is on board: Mandatory Recycling will be expanded to everyone in Salem. Sharon Yosheda drafted an ordinance. It still needs to pass City Council. We will need testimonials from members of SalemRecycles and other supporters when the time comes. Jason Silva agreed that it was a priority before he left, now mayor will be getting it back on track. This means businesses like the Mall & Pickering Wharf will need to recycle and haulers will provide recycle bins.

Plastic Bag Ban communications

Susan reported that the committee met with Vicky Caldwell & Dominic Pangallo. We have completed an FAQ for businesses to be pre-tested at 3 businesses per committee member. Flora reached out to Chamber, Destination Salem, & Main Streets for input on the FAQ. Jack Nessen got the businesses list from City Clerk. Susan thinks there is about 1-2 thousand businesses on the list. With lots of home businesses such as law & photography. List is from 2013, they only create a list every x number of years.

We will need some money to implement this communication effectively. Eastern bank have neighborhood grants that supports organizations that does not have 501c designation & improves the fabric of our neighborhoods. New England Grassroots also offers a grant (?). Question is whether SalemRecycles is eligible to apply? Julie thinks we can fund raise or apply for grants, but we'll have to setup a donation account for these funds. We need about \$1,000-\$2,000 to do a complete mailing. Question was asked if FAQ can be put it in City's bill mailers? Julie said no – there is no appropriate mailing to reach just desired businesses.

We'd like to consider some kind of fund raiser for plastic bag reduction stickers. Perhaps we can partner with other Salem sustainable groups? More research is needed. Next meeting is Thursday April 6 at 12noon at Annex 3rd floor.

Community outreach

A few people expressed that the announcement of SalemRecycles as the sponsor for our film at Salem Film Fest could have been done better. The announcer turned his back to point to the logo on the screen and hence was not speaking into the microphone when he announced "SalemRecycles".

Melynn announced that she's a new Board of Directors member (3 year term) of the Farm Direct Coop representing Salem. She will work to promote SalemRecycles events. Nancy suggest to Julie for Root to partner with Black Earth to train the next generation of food workers to be conscientious of food waste disposal.

Susan announced that SSCW will be making Jelly fish with used plastic bags at the next PEM PM. SSCW will be there with some marine debris & information. That would be an ideal time and place to put out some plastic bag info. Claudia Paraschiv will have a nice write up there. It would be a great opportunity to have something there to inform people.

We will have a spot at the Bookswap for Imagine Salem to reach out to residents.

Nancy asked if we want to partner with PEM for some event.

Correspondence

E-mail reminders

Remember to preface emails with Action or Inform.

Monthly Facebook

We hit the 1500 Likes mark! The more people like and share, the more people it reaches.

Short Videos-footage and text

Connor is no longer available to help with short videos. It was mentioned that there may be grants for video PSA's for groups like SalemRecycles. Julie will talk to Perry Hallinan.

Constant Contact newsletter-topics, creation and increasing distribution
Julie has a draft which combines everything we've talked about. She will send to Susan.

GreenSalem

It turns out that the Google's Analytic plugin was installed on GreenSalem some years back which means we have data from several years back. Some data points were shared. 2015 saw more page loads, 1033 more sessions than 2016. However, the number of new users were only 45 more than in 2016 (5374 compare to 5329 in 2015).

2017	Jan 1-Mar 6	Users=1151, Session=1284, PageViews=2217
2016	Jan 1-Mar 6	Users=1497, Session=1771, PageViews=3279

It appears that users were more engaged in 2016 than 2017. They looked at more pages. So what did we do in 2016 that made it so engaging?

Julie thinks it's due to the new contract with Waste Management. We set the next Website meeting to April 5th 6:00pm at Julie's house. We hope to delve deeper into website data so we can better serve users needs as we see what pages they're going to.

Periodic Blog

Mandatory Recycling update

Nothing new

Other Business

Dates to remember:

July potluck date will be on Tuesday June 27.

Volunteers' party will be on June 14.

Broken Recycle bins: What to do if recycle barrel wheel breaks. Simply call Waste Management. They will come out and repair it on the spot or replace it. It's part of their contract.

A reminder to save used plastic bags for June Arts Fest Jelly fishes was voiced.

A reminder to save old T-shirts for June Arts Fest SalemRecycles' craft table to turn them into reusable bags was also voiced.

SSCW is having a party on March 26 at Opus Underground with free apps & cash bar.

Meeting Adjourned 7:40 pm.