

**SalemRecycles
Meeting of April 3, 2018
120 Washington Street
Salem, MA 01970**

Present: Nancy Gilberg, Carol Hautau, Tony Keck, Lynn Murray, John Roberts, Julie Rose, Liz Vago, Susan Yochelson, Geri Yuhas

Absent: Erin Huggard, Melynn Nuite

Guests: Mayor Kimberley Driscoll, Shelby Hypes (Ward 2), Beth Gillette (Ward 5)

The meeting was called to order at 6:35 pm by Geri Yuhas

Approval of February 6, 2018 and March 6, 2018 Minutes

Old Business

Book Swap - March 17

The debrief of the Book Swap was mainly conducted via email. Overall, it was a huge success with a lot of positive feedback. There were a record number of people dropping off books on Friday night and the ongoing problem of too little room for all of the books and attendees. Discussions are ongoing about where the September book swap will be held. A suggestion was made to move the non-fiction to the other side of the room to open up more room for fiction. Julie is already ordering signage for the next swap.

Repair Cafe - April 7

Julie is all set with volunteers to work from 8-12:30 pm. A request was made to take lots of photos for use on FB, the website and elsewhere.

Subcommittee updates

Butt Bin Program

A number of residents have volunteered to adopt butt bins but no contracts have been executed to formalize these agreements. How do we move forward on this initiative to promote adoptions on the bins that are located outside of the downtown area?

Trash Reduction

Erin has proposed the idea of creating a bookmark that has tips on how to reduce trash. Further information on this idea will be forthcoming.

Mandatory Recycling and Hauler Ordinance

To date, condos and commercial properties have not been required to recycle. An ordinance to mandate recycling at these properties is being discussed by the Board of Health and the Legal Department.

GreenSalem.com

Julie held a meeting on April 2 to move forward on updating the GreenSalem website. Shelby Hypes is spearheading the initiative and is being supported by Nancy Gilberg, Carol Hautau, and Lynn Murray. A great deal was accomplished at this meeting. Content will be updated within the framework of the existing website although thought will be given to a new website at a future date.

Visit by Mayor Kimberley Driscoll

The Mayor attended this meeting to congratulate the Committee on the occasion of their 10th anniversary, to hear a summary of accomplishments, and discuss future initiatives. Tony Keck delivered the following report of accomplishments that he and Erin Huggard developed.

Presentation to Mayor on the 10th Anniversary of the Committee

GOAL: Education and Events – the committee initiated several annual, semi-annual, and quarterly events which is a growing list. Book Swap, Swap and Drop, E-waste collection, hazardous waste (now twice a year/working with Beverly), Textile Collection, and Repair Cafes. The committee started with developing a public education campaign that incorporated multiple media distribution using emailed newsletters, website, Facebook, You-Tube videos, newspaper articles and word-of-mouth.

Events were developed to involve the community and the response from the residents has been wonderful and ever-growing. The goal of educating the public about how and what to recycle started with the Dual –Stream collection of recyclables and has evolved into Single-Stream collection, which required a re-education of the public. Also, the committee has educated the public about the new plastic bag ban, the cigarette butt recycle bin program, and the importance of composting.

The Four Rs of Recycling: Recycle, Reduce, Reuse, Repair.

The committee has grown from recycling education to reduction education, to repurpose or reuse education, to repair education. We strive to achieve higher recycling tonnage, recognizing that many consumer products have been modified to reduce weight or ability to be recycled. When the committee first began, recycling was the buzz.

As we learned that just identifying what can be recycled won't necessarily achieve the lowered tonnage of trash indefinitely, we considered working to provide alternatives to many products that cannot be recycled to keep them from going into the trash.

Brief Summaries from Members:

Our latest event added to the Committee's Events is the Repair Café. We have partnered with The Bridge at 211, which provides the space for the café. This event is gaining in popularity and informs the community of the possibility of repairing items before throwing them away. The committee has provided a list of various repair businesses that can assist with repairs. The Café is interactive and provides direct contact with the community that affords the opportunity to discuss other aspects of recycling with the public, often while they wait for an item to be repaired. Members who can summarize are Nancy, Liz and Melynn.

The Plastic Bag Ban was an endeavor that is now being implemented. With the ordinance in place, the Committee had members involved at its inspection and is now charged with educating the community businesses about compliance. Susan and Carol worked on this along with Lynn.

Textile Collection was another event that came to the committee's agenda a few years ago. It is an annual event held every November. As a result, the community has become aware of options for discarding unwanted textiles that keeps the materials from our trash. Additionally, textile donation receptacles have been placed near the schools and other locations around the community. Erin was the key player in making this event happen.

The Events continue to grow, but each event is vetted by the Committee to determine the objective, setting goals for the outcome, and engaging the public. Beyond having an event, the committee worked to have citywide composting and started with a grant to have a number of participants sign up. That program has gone to a private pay system, which has been gaining a few more participants, but not at the level seen when the service under the grant program was free.

The schools are ideal for composting, given the volume of food products involved. It is a goal of the committee to engage the schools in composting and more recycling.

The Committee is also participating in the drive to revise the mandatory recycling ordinance to include Haulers that service several locations throughout the city, i.e. condo and rental buildings, restaurants, businesses. This would require the haulers to provide recycling to their customers. It would be wonderful to get the residential building haulers to comply with recycling to reduce the overall city trash footprint.

As recycling changes, so must the community. We are blessed to have a wonderful pool of committed volunteers who assist at many of the events and are always willing to help when asked. It would be impossible to host the events without our community Volunteers.

The Committee has been an effective organization to inform the communities within the city how to respond to those changes. Likewise, outreach into the non-english speaking communities is expanding. That is a challenging objective, but Salem is a diverse community and recycling is for everyone.

Discussion of future initiatives included efforts to rid the City of nips through a bottle/nip bill (which would have to go through the State), expansion of smoking bans to address the problem of discarded butts and to improve air quality, the issue of the serious amount of litter in the City and the development of a litter plan for businesses. A thank you dinner will be held on Wednesday May 2, 6-8:30 pm at the offices of Salem Sound Coastwatch at 12 Federal Street.

Communication and Outreach

S/R Facebook

We now have 1,824 likes. Nancy encouraged everyone to share announcement about events and other initiatives.

GreenSalem Newsletter

We now have 2025 subscribers and are always looking to increase this number.

Blog

Tony Keck has volunteered to produce a blog on a periodic basis.

The meeting adjourned at 8:10 pm. The next meeting will be held on Tuesday, May 1st at 8:00 pm.

Please note: Starting next month our meetings will be held in one of the first floor conference rooms at 98 Washington Street.

Respectfully submitted,

Lynn Murray