

SalemRecycles
Meeting of Tuesday, February 5th 2019

Attendees: Tony Keck, Shelby Hypes, Melynn Nuite, Julie Rose, Susan Yochelson, Liz Vago, Micaela Gugliemi, Geri Yuhás, Carol Hautau, Nancy Gilberg, Beth Gillett,

Guests: Mayor Driscoll, Kristin Woodruff

Absent: Erin Huggard, Lynn Murray, John Roberts

Minutes from January 8, 2019 meeting were approved.

Mayor Update:

- Mayor Driscoll and Jim Nocella met to discuss issue they have been having in the City with bulk items being missed and many SeeClickFix reports. They also discussed what to do long term with China not taking recyclables, Jim didn't seem too concerned and said there are other markets. Mayor Driscoll was hoping for a more local solution to the problem. New Waste Management district manager is doing a good job at getting things back into shape.
- 2020 Budget – They are working on it; flag any policies we need to think about so they make it into the budget
- Composting- Julie will be providing the compost bins and do a drop off at Mack park in addition to black earth subscriptions. The City is almost at 600 subscribers for black earth compost. Carol has been going to the monthly "Meet and Eat" event and composting – this is raising awareness to people who didn't know about compost in the City.
- Urban agriculture – Considering Mack park as a potential location for more urban agriculture. With the new tree commission, they are also looking into ways have tree farms. There are 26 parks in Salem and some have potential to provide trees.
- Schools – She feels we need to make more of a dent for school recycling - she doesn't feel like the schools own the idea of recycling, and cafeterias could be using better materials instead of Styrofoam. The mayor would like to be kept in the loop when Julie and Micaela meet with Patrice Toomey and Ryan Monks about improving school recycling.
- How can we improve the situation in the schools? Need to incentives good behavior – have a game or competition between schools. There was a big fish that you can feed plastic to and see how much you're filling it up – could we have a visual demonstration like that? Maybe a tree you keep filling up and the prize is a tree planting ceremony or pizza party. We will add school recycling to the agenda to continue to focus on it.

Repair Café:

- Julie sent a debriefing email, please read for more details
- Next time, say residents only in the description, tell people that show up from other towns that it is for Salem residents only. This event is expensive, so we need to set limits.
- Make sure the time clearly states it ends at 11:30 instead of noon. The bridge at 211 posted the wrong time
- Salem Sketches was there filming the whole time and interviewing everyone involved. Look out for their video at the film festival!

E Waste and Book Swap:

- In 2018 there was 900 cars at all e waste events and 48 tons of electronics were recycled.
- When considering the budget, we need police details at 4 e-waste events and the two book swaps
- The new vendor for the book swap is Discover Books
<https://www.discoverbooks.com/Our-Program-How-It-Works-s/2516.htm> -their website
- Julie and Micaela met with them to show them the setup of the event. On Facebook right now 150 people are going and 1,400 are interested.

Textiles Education Plan:

- Lynn and Micaela met a few weeks ago to discuss how to get the message across. They had Dominick send an email to NIAC members with graphics that explain the importance of textile recycling. We are trying to get the message to different neighborhood groups and organizations so they can share these graphics and information in their newsletter

GreenSalem:

- The new website was shown to the committee and the Mayor on the large TV screens. Everyone was very happy with the updated look of the new website. We will continue to make some updates until we feel the site is ready to go live.

Butt Bin Recycling:

- No major updates. Can we post a notice to Salem volunteers newsletter about adopting a butt bin? This might get some new people interested

Mandatory Recycling/Hauler Ordinance:

- David Greenbaum just started this week, Julie and Micaela hope to meet with him once he is settles. They are gathering a list of all the haulers to notify them about the new ordinance. They have been calling larger apartment buildings to make sure they know recycling is mandatory. Bridge St apartments added more recycle bins. BOH has responsibility, more updates next month

Straw Reduction:

- New graphic was developed last week for restaurants to use as a table tent with a link to greensalem.com and salemcoundcoastwatch.com
- Committee is meeting this Wednesday to finalize a letter to send to restaurants about reducing straw use and to finalize an implementation plan.
- They want to work with restaurants and make it easy for them, have staff trained to stop automatically giving a straw. This could also transition into getting restaurants to cut back Styrofoam, black plastic and other non-recyclables.
- When new restaurants have to get licensed, could information about no straws be given to them to push our no straw policy without making it an ordinance?

School Recycling Grant:

- Julie is submitting a report to DEP this week about our implementation plan.
- The principals need to be more on board with improved recycling. -Kelley Rice has been in the loop. Shelby would be happy to help; she talks to Kelly often.

Waste Reduction Coordinator Update:

- Overall, there is a slight improvement. Still seeing many plastic films daily, but some of the areas that have been a mess are looking better and starting to get the message.
- Almost 200 bins have been rejected since September. The rejecting helps people really get the message across that the recycling must be clean.
- Engineering now has the authority to fine when stores are using plastic bags. Family dollar had a “no bags available” sign to warn people when they ran out of paper bags.

Facebook:

- Up to 2,162 likes, we have been inviting people to like our page which helps. We have had a greater reach than ever before, much more people interacting with our page.
- 229 interested in e waste. 503 interested in swap n drop – this is just after creating the event, we haven’t even started promoting them yet.
- Popular posts: the litter series ended with a humorous post that got 102 likes and reached 5,600 people. The Repair Café photos reached 950 people and the video got over 1000 views. The Marie Kondo post linked to textile recycling reached 3,925 people.
- Nancy will post this week about repairing broken bins through WM since they break more often in the winter. When calling to schedule a bulk pick up, they track it through the phone number, so if you call from a work phone, make sure you specify your address.

Newsletter:

- Thanks Susan for another great newsletter. Next one will focus on straws and the book swap and maybe include the “these items don’t go down the drain” graphic.
- Since it is tax season, maybe we can promote confidential paper shredding at Caraustar. The paper there does get baled and recycled, but shredded paper cannot go into single stream recycling. You can also compost shredded paper.

General Announcements:

- During meetings, let’s all raise our hands to talk to stay organized and avoid talking over people.
- Should we revisit our mission on the website – change the wording to include sustainability? Let’s have this on the agenda for next meeting.
- Salem Education Foundation Spelling Bee is March 16th from 6-10
- Flyers for the book swap were distributed. Email Julie which shifts you can work if you have not already.
- Salem Film Fest – we are a sponsor, Melynn can pick which film.

The next meeting will be held on Tuesday, March 5th at 6:30 pm.

Respectfully submitted,

Micaela Guglielmi