

# ecomaine

## Memorandum

**DATE:** April 19, 2024

**TO:** Chair and Members of the Board

**FROM:** Kevin H. Roche, CEO

**SUBJECT:** Minutes – Outreach & Recycling Committee Meeting

There was an **ecomaine** Outreach & Recycling Committee scheduled for **April 11, 2024 @ 4:00 p.m.** The meeting was called to order at 4:00 p.m. by Caleb Hemphill, Chair.

### 1. Approval of Minutes

Linda Cohen moved to approve the minutes of the February 8, 2024, meeting; Rob Wood seconded. The motion was approved unanimously.

### 2. Outreach Updates – PR and Digital Media Metrics

Jamie Garvin and Abby Hart updated the committee on FY24 numbers for both in-person and digital outreach and engagement:

- Education and community outreach: 42,496 (69% of FY24 goal)
- Recent school assemblies and STEM expo events in Portland, South Portland, Scarborough, Gorham, and Falmouth
- Recyclopedia: 3,964 searches in March; +30 app downloads for March (5,755 total since launch)
- ecomaine.org web traffic +10.7% MoM
- Social media: strong reach and engagement with paid posts to promote Upcycle Challenge

Staff will be sending out an email to towns reminding them to update the Recyclopedia widgets on their own websites.

### 3. School Recycling Grants Program

Jamie Garvin reported that all final reports were received, and all payments have been completed for the school year 2023-24 grants. He also announced that applications are now being accepted for the 2024-25 grants and encouraged the committee to spread the word in their communities. Emails have been sent out to ecomaine's education contacts.

### 4. Event and Program Updates

Jamie Garvin updated the committee on the following:

- ecomaine will participate in the City of Portland's Earth Day Celebration (April 20, 10:00-1:00 at Payson Park) with tabling, activities, demonstrations, and painting a silver bullet on site
- A new sponsorship partnership has been established with the Portland Sea Dogs for the season that is just underway – will include on-field promotion in

between innings at 12 games throughout the season; PA announcements; signage and coordination with facilities/operations staff for recycling collection on the concourses

- The EPA grant budget is with the agency for final approval and funding; recruitment for staff is underway
- Plans are being developed for the tagging program for Brunswick, Gorham, and Kennebunkport, with a rough start date of mid-May
- Recruitment open for the vacant environmental educator position

## **5. Upcycle Challenge**

The committee reviewed the submissions for this year's Upcycle Challenge. Everyone was impressed with the creativity and range of the submissions. All will be put forward for the public vote, which staff will coordinate online and promote via social media.

## **6. Recycling Market Report**

The Communications Director provided a summary of the updated materials reports. The committee took note of the marked increase in mixed paper.

## **7. Other**

Picking up on the conversation regarding the Sea Dogs sponsorship and Hadlock Field operations, the committee had a brief discussion about the recycling and waste diversion programs at the other sports facilities in Portland (specifically Cross Insurance Arena and The Expo.) Linda Cohen agreed to reach out to members of the CIA board, including past ecomaine board chair Jim Gailey, to see if there was an opportunity for ecomaine to work more closely with the facility to promote awareness, create access, and encourage utilization of recycling in the building.

Linda Cohen motioned to adjourn the meeting at 5:35 p.m., and Linda Boudreau seconded.

**Attendees:** Caleb Hemphill, Troy Moon, Linda Cohen, Linda Boudreau, Rob Wood, Dave Durrell, Amber Swett

**Staff:** Abigail Hart and Jamie Garvin