

ecomaine

Memorandum

DATE: October 31, 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 held on **September 12, 2024**. The meeting was called to order at 4:00 p.m. by Linda Boudreau, Acting Chair.

1. Approval of Minutes

Dave Durrell moved to approve the minutes of the May 23, 2024, meeting; Carrye Castleman-Ross seconded. The motion was approved unanimously.

2. Review and Approval of School Recycling Grants (2nd Round)

The Committee reviewed the second wave of submissions for the School Waste Diversion Grants program. This second window was opened after there were grant funds remaining from the initial applications in the spring. The Committee unanimously approved the following:

- North Haven Community School (North Haven) – green team startup/composting (\$673)
- Westbrook Middle School (Westbrook) – waste separation and reusables (\$3,300)
- Vinalhaven School (Vinalhaven) – vermicomposting and curriculum support (\$1,792)
- Village Elementary School (Gorham) – reusables (\$2,300)
- King Middle School (Portland) – food waste diversion/organics separation (\$720)
- Falmouth High School (Falmouth) – recycling containers/waste separation (\$1,200)
- Roots Academy (Cape Elizabeth) – composting and reusables (\$880)

Additionally, the Committee directed staff to work with the Brunswick School Department on its two applications submitted to: a) reduce the scope to the maximum award amount (\$5,000 per proposal), and b) find synergies to coordinate or possibly combine the two proposals from the Furbush school and the HS/MS/HBS schools.

3. Outreach Updates – PR and Digital Media Metrics

Jamie Garvin updated the committee on FY24 (final) and FY25 (YTD) numbers for both in-person and digital outreach and engagement:

- Education and community outreach:
 - o 88,040 (143% of FY24 goal)
 - o 13,472 (15% of FY25 goal)
 - o *NOTE: Staff emphasized for FY25 calls to the info line and emails to the info inbox will now be counted in the engagement totals. The annual goal was adjusted upward to account for these additional channels.*
- Recyclopedia: 4,241 searches in August; 1.8+ million items searched since launch; 5,878 total app downloads (+20 over prior month).
- Social media and website traffic all up month-over-month.

4. Program Updates

Jamie Garvin updated the Committee on the following:

- A proposed revision to the Programming Calendar for ecomaine's pillar programs:
 - o School Waste Diversion Grants
 - o Upcycle Challenge
 - o Eco-Excellence
 - o Recycling is a Work of Art

The Committee endorsed the new calendar as presented and included with the agenda materials.

- The recently launched Extended Producer Responsibility (EPR) for Packaging webpage on ecomaine.org and discussed additional upcoming efforts to continue to get the word out about the rules to inform communities about their impact.
- The latest on recruitment efforts and timeline for the EPA REO grant program.
- The ongoing Maine Waste Characterization Study.

5. Advertising and Sponsorships

Staff provided updates on a new sponsorship with Maine Public for their News & Brews Trivia Nights series. Staff will send the finalized schedule when available so the Committee is aware of events should they want to attend or promote to their communities. An update was also provided on ecomaine's sports marketing partnerships – Maine Celtics and Maine Mariners renewals in place; in discussion with Portland Hearts of Pine (new soccer club).

Dave Durrell motioned to adjourn the meeting at 5:55 p.m., and Carrye Castleman-Ross seconded. Unanimous.

Attendees: Linda Boudreau, Amber Swett, Lisa Belanger, Dave Durrell, Carrye Castleman-Ross.

Staff: Abigail Hart, Annie Hayes, Bea Johnson, and Jamie Garvin