

ecomaine

Memorandum

DATE: November 7, 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 **November 7, 2024 @ 4:00 p.m.** The meeting was called to order at 4:04 p.m. by Caleb Hemphill, Chair.

1. Approval of Minutes – September 12, 2024 (*Attachment A*)

Linda Boudreau moved to approve the minutes of the September 12, 2024, meeting; Lisa Belanger seconded. The motion was approved unanimously.

2. **Update on Brunswick Grant Applications**

The committee received an update from staff regarding the multiple applications submitted by the Brunswick School District. Staff has been working with school leadership to revise and harmonize the multiple proposals that were submitted but was unable to come to a final revised submission in time for the committee's meeting. In recognition of Brunswick being a new ecomaine community, and based on the strength of their initial proposals, the committee agreed to conditionally approve a total award of up to \$7,500 for multiple schools in the Brunswick School District totaling up to \$7,500 and contingent upon finalizing program details with staff.

Troy Moon made a motion to reflect the above, which was seconded by Lisa Belanger. The motion was approved unanimously.

3. **Outreach Updates – PR and Digital Media Metrics**

Staff provided the committee with an update on education and outreach metrics as well as recent public relations and earned media for ecomaine.

- Through October, we reached **36,922** people across all activities. **41%** of our way to our goal of **89,000** for FY25.
- ecomaine also garnered some terrific earned media coverage in the last month, mostly on the topic of lithium-ion batteries in the waste stream in the wake of the fire at the Eagle Point facility in Orrington. WMTW/Channel 8 conducted an interview and reported a story from our facilities, WPFO/FOX 23 hosted the Director of Communications for an in-studio interview segment for their "ARC Maine" program, and the *Bangor Daily News* ran a story including quotes from staff.

4. Program Updates

Jamie Garvin (Staff) updated the Committee on the following:

- ecomaine continues to focus on education and outreach to communities about the soon-to-be-implemented Extended Producer Responsibility (EPR) for Packaging program. ecomaine will host a forum in conjunction with the Maine DEP on Tuesday, December 10, to further raise awareness and educate about the topic. Board members, elected officials, town managers, public works directors, sustainability coordinators, and more will all be included in an invite going out soon with more details about the event. Linda Boudreau strongly encouraged the committee to not just attend themselves but also to get the word out to the town staff and elected officials in their communities.
- The first hire was made for one of the three EPA grant positions. Adam Clair, who has been with us for almost a year as an Education and Outreach intern, was promoted to the position of Project Coordinator – Multi-Family Recycling Initiatives. We are in the final stages with candidates for the other Coordinator role, as well as the Program Manager position.

5. Upcycle Challenge Update

Staff provided an update on the Upcycle Challenge. Unfortunately, despite strong promotion by staff to get the word out to our communities, the Upcycle Contest closed without any submissions. The committee and staff discussed possible ways to update and evolve the program, and staff will work on recommendations to bring back to the committee at a later date.

Troy Moon motioned to adjourn the meeting at 5:35 p.m., and Amber Swett seconded. All in favor.

Attendees: Caleb Hemphill, Linda Boudreau, Amber Swett, Lisa Belanger, Dave Durrell, Carrye Castleman-Ross, Troy Moon

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