

SalemRecycles Committee Meeting
Minutes April 5, 2016

Attendees: Carol Hautau, Beth Melillo, Tony Keck, Julie Rose, Erin Huggard, Nancy Gilberg, Eva Mossberg, Susan Yochelson, John Roberts, Geri Yuhas, Lynn Murray

Absent: Penny Neal, Liz Vago, Myrna Soper

6:35 PM meeting opened by Beth Melillo

- March 2016 Meeting Minutes approved.
- Scribes for upcoming meetings volunteered: Nancy G for May; Susan Y for June; no meeting in July; Eva M for August
- Contact information and signup for flyer distribution circulated.

Recycling information to Landlords:

- Many apartment buildings are still non-compliant with the mandatory recycling collection. By end of June, all landlords will have received the 8 ½ x 11 flyer “trash and recycling questions and answers” for landlords. Kudos to Penny for graphics and edits and the sub committee for the writing!

Compost Program:

- Well over 400 residents have expressed interest in the continued compost program. 500 are needed in order to lower the fee from \$49/six months to \$49/seven months. Julie needs 400 paid to get city grant. Due date for payment: April 8. As of 4/6, 220 payments have been received. Checks and credit card payments accepted.

Butt bins:

- New butt bin sample received and 50 units are on order for use in parks, and in areas outside downtown Salem. Downtown Salem is restricted area where only the first iteration can be placed. To make a change, everything would have to go back by the design review board.

Subcommittee on Strategic Planning:

- Strategic plan content reviewed and updated to work better with social media. Julie to edit and share out final draft with committee to then determine where/how we should best share this with the community.
- Goals affirmed by the subcommittee and shared verbally with committee:
 1. Increase solid waste diversion
 2. Divert usable items from waste stream through events, composting, upcycling etc.
 3. Raise awareness about how and why to divert: recycle and upcycle through educating and motivating (social media, guest blogs, better communication)
 4. Develop partnerships to further our goals

Book Swap:

- Huge success! Only negative feedback was about the few people who took too many books. Julie to address with particular individuals. Very positive about traffic flow: signs were so clear that new signage will become permanent. Recycle that! (Matt Libby) is a wonderful resource for recycling just about anything!

Science Fair April 14: Staffing is complete

- Conor Miller from Black Earth Compost will send an employee, Jim to attend fair to push compost. Committee encouraged to suggest other ideas. How to limit food waste? It is doubtful that information can be put together in time.

Science Fair April 28: Carlton school from 5-7 pm

- This is a well organized event; we are waiting for direction from the school. Beth will attend.

Community Outreach:

- Eva to talk with Liz about possibly having a table about reducing food waste, or possibly at the Science fair April 14, or a Farmer's market event. Farmer's market preferred. Other alternatives to be explored.
- There has been some outreach to Salem State University. Lynn/Julie to reach out to organize a meeting with Masspirg to discuss a "moving out day event? "Dump 'N' Run"

May 7: Swap 'N' Drop

- It was concluded that it's helpful to have a few volunteers stay all day as proven by the book swap event.
- Clear instructions needed for volunteers. Beth has an outline of job descriptions that was circulated to the committee once, and will be re-sent to committee for final comments. Volunteers are there to work, and should do their own drop and swap the event before or after their shift.
- Possible massive turnout based on Facebook interest. MUCH bigger than in prior years.
- If we are partnering with the Community Development Coalition we are bound to have more people attend.

Correspondence:

- Dropbox: David Holland, Recycling coordinator and Julie meeting tomorrow to streamline DropBox. There is plenty of storage available, so this will be the continued platform for storing and sharing larger files and photos.
- Facebook:
 - 1366 likes on Facebook
 - Responses to events have been great.
 - Swap 'N' Drop event in June is popular
 - Most popular post: edible cutlery
 - Upcoming Household Hazardous Waste Event in Beverly is promoted by Beverly Board of Health. Salem residents are welcome to participate. Beverly Board of Health should answer all questions.
- Constant Contact: After a quiet spell, Susan is ready to continue: Suggestions for topics: Compost - why is it still important? Promote styrofoam recycling event on June 25. It's costly (\$300) but popular! Market Household Hazardous Waste event by promoting a Spring Cleaning.
- GreenSalem.com will be updated when our intern Connor Reardon returns this month.
- Blog ready to be uploaded. New blog idea: interview "Recycle That" to find out what he does with all the stuff.

Other business:

- Sponsorship opportunities available for the Salem Cinema Film Festival (\$300). Could we be on the "shorts"? Pitch book swap for September.
- New glossy, upmarket Salem Magazine possible avenue for an informational story on SalemRecycles. Lynn and Julie to work on contacting them.

- Contamination report coming up: non-recycling items can NOT go in bins. Stop the “wish-cycling”! We need to communicate this to the community. If in doubt, throw it out! Batteries, smoke alarms..
- Mandatory recycling update: Little update. Monitoring by David Holland, with problem neighborhoods being targeted. Warning stickers are being put on bins.
- General Committee Announcements:
 - Emily of Salem Sounds Coastwatch has 2 talking trash teens who want to propose a Bring Your Own Bag Ordinance for Salem. Nancy and Flora has volunteered to meet with the teens to advise them. Any endorsement from the committee needs to be run by Dominick.
 - Date change for May meeting: New date Wednesday May 4.
 - Julie spoke with Mayor about recognizing committee’s work. Details to follow.
 - CD cases, CDs, VHS are not rigid plastic but can be discarded at the Book swap.
 - Adopt a beach training coming up Wednesday April 13 at 7:00 PM. “Beaches 101” Beach ecology.
 - Discussion on green burials postponed to next meeting.
 - Poster contest at Salem State on Monday: 10:30 am Volunteer needed. Email to follow.

7:40 pm Meeting adjourned by Beth.