

## SalemRecycles Meeting Minutes

Tuesday, June 7, 2016

**Present:** Nancy Gilberg, Carol Hautau, Erin Huggard, Tony Keck, Beth Melillo, Eva Mossberg, Lynn Murray, Melynn Nuite, Julie Rose, Myrna Soper, Flora Tonthat, Liz Vago, Geri Yuhas.

**Absent:** Penny Neal, John Roberts, Susan Yochelson.

### NEW BUSINESS

- **May minutes** – approved.
- **Green Burials** – Carol attended a Greenbelt presentation on green burials and shared environmental benefits with us. A totally green burial uses no embalming and no casket or vault. In green cemeteries, you're not buried deeply; the earth is mounded and then flattens over time. There are no fully green cemeteries in MA, but some (such as Mt. Auburn) have a green section. Cremation is better than putting embalming fluid, metal and concrete in the ground, but still has a carbon footprint. A green burial and maybe even a modified one (regular casket but no vault or embalming) is better for the environment than cremation.
- **Update on Communications decisions** – Minutes from our June 6 Communications meeting are forthcoming; the committee will approve when finalized. We'd generated a list of questions & guidelines to follow before communicating via our various outlets, to ensure all messages are on track with our mission. All communication will be run by at least one other committee member before posting.
- **June 14 Volunteer Appreciation** – Event is 6:00-8:00pm at Winter Island hall. Nancy and Geri (greeters) arrive 5:45; Erin provides music; and Tony brings pizza at 6:30. Committee members are encouraged to bring unwrapped items for raffle. Recycling will be on site; members can take home composting / pizza boxes.
- **June 27 Committee Potluck** – Arrive at Julie's 6:00-6:30pm. Spouse or friend welcome. Bring croquet / games!
- **Thank You for May 10** – We signed greeting card thanking Mayor Driscoll for hosting us May 10.
- **2017 Event Dates** – List of proposed 2017 dates distributed; review for conflicts.

### OLD BUSINESS

- **SUB-COMMITTEES**

**Butt Bins** – Next meeting is June 9 at 2:00pm. Everyone please hang 3 flyers telling people to look for the bins around town; inform Julie where you posted. **(I missed the next conversation – report in August – new bins?)**

**Strategic Planning** – Our sub-committee met and finalized the Plan, which has been distributed to members. We will post it to GreenSalem.com.

**New Slogan / Logo** – We discussed the idea of creating signage to help roll out the new public recycling bins and also to brand Salem as a recycling city. Eva, Flora, Liz, Lynn and Melynn are interested; Julie will propose dates to meet and discuss further.

- **PLASTIC BAG ORDINANCE** – No update from Flora and Nancy who had met with Salem Sound Coastwatch's teens in May, but the June 7 issue of *The Salem News* states the teens have drafted a bag ordinance which will go before City Council.
- **COMMUNITY OUTREACH**

**Naumkeag Ordinary** – Nancy reached out to the restaurant to ask about their interest in offering composting at their June 22 event, *Old Fashioned Beefsteak!*, with no response. Flora may try to contact the owner.

**Recycling U** – (Missed this discussion - did Julie say we will test out at school fairs?)

**Issue of recycling in trash bins** – We discussed the widespread issue of finding recycling in trash bins and brainstormed how to better educate. Potential ideas: Focus on one item per month. Educational video clip showing rinsing / recycling. Educate on what happens to the items, what the material becomes. Break down boxes so they fit better in toter. Committee members can email examples & solutions to Julie.

- **CORRESPONDENCE**

**Dropbox** – no update.

**Facebook** – 1399 likes. Nancy summarized the demographics of our followers and will email a full report. She will also schedule FB posts since online less often. Since it's gardening season, suggestion to post that flower pots and trays are recyclable.

**Constant contact** – We will target issuing monthly, and Julie will provide content for quick newsletter when Susan is busy.

**GreenSalem** – We've migrated to a new, upgraded server. Hopefully the site is faster now.

**Blog** – reduced from monthly to quarterly. Liz and Eva's blog on *minimizing food waste* is still in progress, targeting a completion date of July 30.

**Themes** – we are discontinuing themes for our communications.

- **MANDATORY RECYCLING UPDATE** – Waste Management is in the process of creating a contamination report for Salem, which details what percentage of our recycling is non-recyclable material.

**OTHER BUSINESS** – We agreed to add a reusable bag swap to our Fall Book Swap, perhaps using a coat rack to display.

**Meeting adjourned 7:45PM.**