

Town of Cape Elizabeth
Recycling Committee
Meeting Minutes
April 6, 2023

Present: Jennifer MacDonald (JM), Eve Downing (ED), Greg Stewart (GS), Becky Fernald (BF), Tim Trachimowicz (TT), Jenna Pfueller (JP), Stephanie Austin (SA)

Absent: None

Staff: Jay Reynolds (JR), Director of Public Works

Public/Guests: John Voltz

1. Call to Order:

JM called the meeting to order at 7:00 PM.

2. Approval of March 2, 2023 Draft Meeting Minutes:

The March 2, 2023 meeting minutes were amended and unanimously approved by the committee.

7 Yes, 0 No

3. Citizens Opportunity for Public Comment on Items Not on the Agenda:

Resident and Vice Chair of the Town's Energy Committee John Voltz introduced himself. John discussed the Town and the Energy Committee's work towards developing a climate action plan. John discussed areas where both committees can collaborate on. John invited Recycling Committee members to attend an upcoming Energy Committee meeting if interested. John and the Recycling Committee discussed the feasibility of solar projects in Town as well as an update to the current project at the Recycling Center.

4. "Don't Trash Cape" Initiative: JR provided an overview of a draft plan regarding this initiative. An outline was provided in the agenda packet, which included strategies proposed to minimize litter on trails and roadside. JR suggested that the committee's role would be to assist with education and outreach, and assisting with developing content for social media posts. SA noted another group called "chickadeeds" and the possibility of partnering with them. JP offered to assist with the development of materials and marketing. SA also suggested that the schools be incorporated into the plan. A committee member also noted that littering enforcement could also be a strategy to incorporate.

5. Outreach, Communications, and Social Media:

SA and JP discussed the Cape Recycles social media posts. It was noted that the recently-developed Instagram account has 64 followers.

JP and the entire committee discussed the clothing swap event that the committee organized and was recently held at the Library. JP thanked everyone for assisting. JP noted that 65 tickets were distributed, with 45 returning back on the day of the event. The committee discussed the event in detail and noted that the cleanup/breakdown after the event was a lot of work. SA suggested that the "Maine Needs" organization could

be a participant in future events. JP noted that attendees gave lots of compliments for the event.

ED developed and presented a poster that was developed to promote the Recycling Committee and recycling efforts. The poster includes a QR code for a quick link to social media. JR suggested that additional posters be ordered so that they can be placed at various municipal locations. ED and JR to coordinate further.

ED briefly discussed the Q+A column in the Cape Courier.

6. Committee Updates and Correspondence:

JR noted that the Town and Land Trust have partnered again this year for another Earth Day cleanup event. This year's event will be a one-week long event, which begins on April 19th and runs through April 26th. JR to forward event links to the committee and the Town's webmaster for social media and webpage postings.

SA updated the committee on her efforts regarding composting and recycling at the schools. SA met with Tom Farmer who runs their environmental club. This club is planning on restarting composting and recycling efforts. SA noted some upcoming environmental club meetings and the possibility of a committee member attending.

ED updated the committee with regards to her efforts in contacting Ecomaine to plan an open house/tour. The committee discussed the logistics of setting up an event. JM offered to reach out to the library to try to organize a co-created event with Ecomaine to give a presentation to residents.

ED noted that she had recently attended the Maine Green Homes Show and provided details regarding that event.

7. Recycling Center Update:

JR informed the committee of the upcoming extended hours at the Recycling Center. Extended hours include being open on the following Sundays: April 23rd, April 30th, and May 7th.

8. Other Business:

The committee discussed the Cape Challenge 5k event and coverage on May 21st. The event is from 8:00 AM to 10:30 AM. Several members volunteered to be present and staff a Recycling table for the event. JM offered to reach out to Ecomaine about compost bins for the Cape Challenge event

BF discussed food waste and composting at the Recycling Center. BF noted little content on the Town's Recycling Center page on this subject. JR noted that the website is in need of many updates. TT offered to perform a web audit to identify information gaps and broken pages.

9. Citizens Opportunity for Discussion of Items on the Agenda

None

10. Adjourn: The committee voted unanimously to adjourn at 8:02 PM

Respectfully Submitted,
Jay Reynolds