

Town of Cape Elizabeth
Recycling Committee
Meeting Minutes
June 2, 2022

Present: Stephanie Austin (SA), Jennifer MacDonald (JM), Kara Lavender Law (KL), Eve Downing (ED), Tim Trachimowicz (TT), Bruce Rayner (BR),

Absent: Jenna Pfueller (JP)

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

Public/Guests: Benson Dana

1. Call to Order

TT called the meeting to order at 7:03 PM.

2. Citizens Opportunity for Public Comment on Items Not on the Agenda

Resident Benson Dana introduced himself. Benson requested several areas of information, including Ecomaine's invoicing to the Town. He also inquired about Town purchases relating to bottles/cans that have the 5-cent deposit associated with them.

3. Approval of May 5, 2022 Draft Meeting Minutes

The May 5, 2022 meeting minutes were approved as amended by a roll call vote.

6 Yes, 0 No

4. Q&A Series:

5. ED informed the committee members that she is continuing to work on this initiative. ED discussed the bi-monthly article with The Courier and newspaper staff are supportive of the idea. They agreed in general to a 100-200 word article. ED noted that the Q&A series could be published in the July edition. Several committee members discussed specific questions and answers, and also suggested additional questions and answers to consider for the articles.

6. Outreach, Communications, and Social Media:

SA discussed the options with regards to social media, boosting posts, and pushing online material so that it reaches a wider audience. Costs and options vary depending on the degree to which additional boosts are selected. SA outlined the various options. SA noted that the 'Cape Recycles' Facebook page has 412 followers. ED offered to create a post through the 'Cape POD' page to try to gain more followers. TT discussed the option of utilizing other social media platforms in the future, such as Instagram and Twitter.

7. Committee Updates and Correspondence:

KL noted that the Cape Challenge 5k is scheduled for this coming Sunday. KL and JM noted that they assembled a basket of recycling material prizes for the raffle. KL also noted that the organizers will provide a table to the Recycling Committee. The event setup begins after 7:00 AM and ends by 11:00 AM. The committee discussed and finalized volunteering for certain time slots throughout the morning.

TT inquired about the high school students who were planning on attending last month's recycling committee meeting. SA noted she hadn't heard back from them to reschedule.

JM discussed the purchase of tee shirts for committee members and asked JR regarding the logistics of purchasing them. JR outlined two preferred purchasing options that are available.

SA announced that there is an upcoming school project design meeting on June 15th, which may be an opportunity to provide comments with regards to building logistics, recycling, and sustainability efforts. KL thought this would be a good opportunity to advocate for a 'waste management plan' for the new school buildings.

8. Recycling Center Update: JR provided the committee with an update to staffing as well as the recent initiative with Apparel Impact.

9. Other Business: It was noted that there is no committee meeting in July and the next scheduled meeting is in August.

10. Citizens Opportunity for Discussion of Items on the Agenda

Benson Dana inquired as to how to obtain the information previously noted in agenda item number two. JR offered some initial information regarding Town bottle purchasing, and agreed to contact Benson outside of the Recycling Committee meeting.

11. Adjourn: The committee voted unanimously to adjourn at 8:08 PM

The next meeting of the Committee will be held on Thursday, August 4, 2022.

Respectfully Submitted,

Jay Reynolds