

Anti-Littering Advisory Meeting
5/16/2012
Sunnycrest Conference Room

In attendance: Carol Bartlett, Maury Lavoie, Andy Morneau, Kerri Stanley, Carol Tomaselli

The meeting was called to order at 7:08 pm. The Minutes from last month were approved as is.

Carol T made a rough outline of local businesses, including foods/restaurants, retail, banking, personal care... She excluded some stores such as jewelry stores or doctors and dentists. We need to decide who is going to approach these businesses and start with marketing. We will ask Londonderry Times to publish our sticker in color a week before we head out to businesses. If it winds up being us, we let businesses know who we are and go with a brief presentation of what their commitment would be. We would offer option to do more around their properties and subsequently promote their good deed in the newspapers. We will also contact The Derry News and Union Leader to promote our story as well.

Maury has been active in approaching businesses near where litter is prevalent and asked them to maintain area and pick up litter around their properties. Carol T will again make an attempt to contact londonderry.net to get them to write a story and even tweet for us. Karen Robinson from the school will also be contacted to see if they can do PSAs with the stickers.

Andy will follow up with the Rotary to see if the second banner was ever received and where it is. We would like to have it for next year.

Our first priority will be to get a lot of publicity before approaching businesses. If we meet again in mid-June, we divide the list and head out with businesses hopefully already aware from the publicity. We would like to give the sticker and banner to include in their next Rotary Meeting as well.

We reviewed the pamphlet and discussed what to include in it. Kerri will work up a draft and send to members for feedback.

We will look into Chamber of Commerce and see if they can help us. What is the difference between them and the Rotary?

We will plan to meet with managers and owners of businesses starting in mid-June and give ourselves the last 2 weeks of June to get stickers distributed.

Our next meeting will be Thursday, June 14 at 7 pm.

The meeting was adjourned at 7:57 pm.