

ALAC Meeting
April 19, 2012, 7:00 PM
Woodmont Conference Room

In attendance: Joan Loker, Andy Morneau, Kerri Stanley, Gary Stewart, Carol Tomaselli

The meeting was called to order at 7:07 PM. The Minutes were reviewed and approved as is.

Old Business

We kicked off our campaign for the Saturdays of March 24, March 31, and April 7. The turnout was the best on the last one, where we had approximately 40 individuals (mostly high school students completing community service requirements), and collected close to 100 trash bags in total. The high school students also completed PSAs which can be found on our Facebook age and on Youtube. They also did radio PSAs.

We assisted the Rotary with their race on April 17. It was a good way for us to thank them for sponsoring the banner they provided.

Carol suggested an alternate approach to litter-bugs in suggesting they pull into gas stations or fast-food chains and use their trash receptacles instead of on the roads. It seems that our signs and campaign and efforts are not working, as roadside litter that was picked up only 2 weeks ago are already littered with debris again.

New Business

We need to get our stickers distributed to the local businesses. Carol suggested having students from the Eco Club take on this task. We could provide them with a letter and general information to relay to the businesses, with the hope that they will apply the stickers to their doors/windows.

Carol will start a master list of businesses to approach. This will include fast food restaurants, gas stations, grocery stores. We will start with this list and go from there.

Andy noted that Wendy's advertises on their paper products not to litter and it seems like there is less Wendy's litter than other chains. It may help to have employees reinforce no littering at drive through windows as well.

We need to put together a pamphlet supporting the facts. Kerri will start something and get input from the other committee members. We would like to have this pamphlet to hand out with the window stickers.

We will contact the media to promote our campaign and to let people know we are coming with yellow stickers! If businesses have employees pick up litter, we will be happy to give them a plug – will include this info in our pamphlet, as well as the Drop-Off Center hours and related info.

Our next meeting will be May 17, 2012 at 7 PM. Our meeting was adjourned at 7:54 PM.