

Anti-Littering Advisory Committee

June 20, 2013, 2013 at 7 pm

Woodmont Room

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

Our "RP2" (Roadside Pride 2) was a success with about 30 individuals. Volunteers overall seem to be down comparatively not just with ALAC, but with BL (Beautify Londonderry).

We thanked the LFD for letting us put our sign on their property and put an editorial in the Londonderry Times for volunteer participation.

Our banner may be too large to be able to use in the Old Home Day parade, not to mention that it is not the proper material or light enough to carry. Carol did not commit to a spot in the parade but we may try to have something for next year.

We discussed the possibility of having a booth and Kerri said there probably wouldn't be enough people to man the booth. Also, people like to receive giveaways, none of which we have. The novelty items we do have are to be used for BL volunteers. We also have no funds at all. We will not have a booth this year.

We need to move forward with the anti-littering signs on Old Derry Rd. Bob Kerry said to give him 2 locations so he can have DigSafe go out and verify the locations are viable for signs. We also want to re-word the signs with a stronger message. Andy will send some examples via email. Kerri will contact Jim Baroody, the resident who asked for signs, and ask for answers with deadlines.

Carol talked about having a life sized cardboard sign with perhaps a manager's face with signage promoting "Roadside Pride" placed next to the business' trash barrel outside of entrances. Would this conflict with the business' corporate rules? We would need to look into it. Or putting a business manager's photo in the paper each week... Would there be cost associated with this? Would the local newspaper run this each week at no cost? These may be some good fall campaign strategies we could implement.

Meeting Minutes from the April 25, 2013 meeting were reviewed and approved.

Our next meeting will be September 19 at 7 pm.

The meeting was adjourned at 7:51 pm.