

**TOWN OF OLD ORCHARD BEACH
TOWN COUNCIL WORKSHOP
TUESDAY, JULY 21, 2009
Following Town Council Meeting
TOWN HALL CHAMBERS
AGENDA**

Present: Chair Sharri MacDonald
Vice Chair Robin Dayton
Councilor Shawn O'Neill
Councilor Mike Tousignant
Town Manager Steve Gunty
Assistant Town Manager V. Louise Reid

Absent: Councilor Laura Bolduc

The Town Council Chair called the Workshop to order at 8:10 p.m. The discussion this evening was with members of the Old Orchard Beach Recycling Committee who discussed their education program for the coming year but also presented the proposed operating budget for the 2009 – 20010 season. Chairman John Weaver and his Committee each spoke about the work of the Recycling Committee and their mission to educate the citizens on the value of recycling.

The following report was provided:

Printing: Funds for this line items would be designed for the cost of printing six (6) Recycling mailings. Two (2) tri-fold pamphlets introducing the recycling program and four (4) tri-fold pamphlets, as a follow up to the introduction of the program. They will also reinforce the need for recycling as it pertains to the environment; the disposal cost of solid waste; and the burden that it imposes on the taxpayers of Old Orchard Beach.

Estimated printing cost at \$.20 per copy would be \$800; with six mailings estimated distribution cost would be \$4,800.

Distribution: Funds for this line item would be designated for the cost of distributing the newsletters. The Recycling Committee felt that it is very important that every taxpayer and household receive a copy of the newsletter.

Distribution cost breakdown included bulk mailing at \$.38 per copy; with 4,000 copies for a total of \$1,520; with six mailings with an estimated distribution cost of \$9,120.

Advertising: Funds to purchase advertising in the Saco Biddeford Old Orchard Beach Courier, the Sun Chronicle, and the Coastal Coffee News which would permit the introduction of the recycling program to the public and keep them informed regarding scheduled pickups, information on the silver bullet and location of bag sales would cost approximately \$1,520.

There would be four (4) ads; Courier/Sun Chronicle at \$250 each for a total of \$1,000; and twenty-six (26) ads in the Coastal Coffee News at \$20 a week for a total of \$520; with an approximately total of \$1,520.

Web Page Design: The requested funds for this line item will be used to complete the solid waste web page on the old orchard Beach website which will include information from the newsletters regarding the recycling program and a monthly update on the progress and success of the program. The funds requested will cover the cost of computer supplies, photography and other miscellaneous expenses.
Estimated cost of \$250.

Road Signs (metal) and Stickers (vinyl): These funds will be used to design, purchase and install two (2) street signs with the them “Old Orchard Beach Recycles” which would be installed on Saco Avenue and Cascade Road in locations where residents and visitors will read them as they enter the Town.
Sign cost breakdown included the cost of two (2) signs at \$225 each for a total of \$250

Cable TV: This line item if for using Cable TV as an informational tool as well as a means of promotional media. It is our understanding that the cost to produce and televise a program is paid for by Time Warner Cable. It is our intention to produce a program that will inform the citizens and promote recycling in this community.
There is no cost for this internal production.

School Contests: This would be funds to purchase prizes for school projects and art work pertaining to recycling.
Estimated funding would be \$300.

Magic Dragon: These funds including building materials for recycling station to be constructed at the bottom of Old Orchard Street.
Cost would be \$1,500.

The Proposed Budget that the Recycling Committee is requesting is noted below:

Item	Requested	Approved
Printing	\$ 4,800	\$
Distribution	\$ 9,120	
Advertising	\$ 1,520	
Web Page Design	250	
Signs and Stickers	\$ 1,560	
Cable Television	\$ No cost	
School Contest Prizes	\$ 300	
Magic Dragon	\$ 1,500	
Total Amount	\$ 19,050	

With the Silver Bullet recycling bin up and running the recycling committee now wants to educate people to help promote recycling. The Silver Bullet is a large recycling bin that was placed earlier this month in the parking lot of Cascade Plaza at Cascade Road. John Weaver, the Chairman of the Recycling Committee presented his report to the Council. He indicated that the Silver Bullet has made recycling easier since the Town's curbside pickup runs every other week, but does not include mobile home parks and condominiums. The question of a sign by the bin asking people to crush their recyclables, so that the Town gets the maximum use of the bin. They would also like information posted that garbage bags are not allowed in the recycling bin. The sign is the next step for the group and the Assistant Town Manager indicated that the Public Works Department is willing to get those signs made once they are told what is required on them. The Town pays \$62 a ton to dispose of its trash and Mr. Weaver said it costs \$75 for the Silver Bullet. Chair MacDonald indicated that in the beginning stages the cost shouldn't be measured when factoring the bin's success. The purpose of the bin is to bring recycling to the forefront. Councilor Shawn O'Neill indicated that he had had positive feedback from neighbors about the Silver Bullet. He said he would like to see information on the cost of emptying the bin, as well as tonnage collected and the amount of spoilage or non-recyclables tossed in the bin. He said that in the past community recycling bins failed because people were putting their garbage in the containers. He indicated he supportive the committee but collection of data is vital.

The Assistant Town Manager asked the Town Clerk to secure answers to some of the issues that were raised in this Workshop including the following:

Does EcoMaine have bumper stickers or signs for the Committee to pass out to the public? What about a sign for the Silver Bullet? Does Eco Maine have a video that we might put on our Channel 3? How much does it cost for the funding of the Silver Bullet? What about the cardboard filling up the Silver Bullet quickly because it is not broken down? What about the garbage bags that are placed in the Silver Bullet? What are the bids for printing the stickers if the Town Council/Recycling Committee goes in that direction? What can we do about our website?

The Chair thanked the Committee for all their works and also confirmed that their present budget allocation is \$4,000 and as they proceed some of the other areas of promotion that they raised can be discussed again.

Respectfully Submitted,

V. Louise Reid
Town Council Secretary

I, V. Louise Reid, Secretary to the Town Council of Old Orchard Beach, Maine, do hereby certify that the foregoing document consisting of three (3) pages is a true copy of the original Minutes of the Town Council Workshop of July 21, 2009.

V. Louise Reid