

SalemRecycles Committee meeting
May 3, 2011
120 Washington St., 3rd Flr.

Present: Nancy Gilbert, Katie Giddings, Brad Backer, Julie Rose, Marcia Lambert, Jennifer Percy (secretary), Tony Keck, Liz Vago, Penny Neal, Lynn Murray (chair)
Absent: Erin Huggard, Susan Yochelson

Next Events:

Clean Salem/Green Salem May 7th: Julie requests that we each try to post several flyers for CleanSalem/GreenSalem which is this Saturday, and they are passed out at our meeting. If you are a Facebook user please use that to reach out to your friends. Those working morning shift please be there at 9:00 am; second shift please come at 11:00 am. We have some new volunteers coming and will need to choose tasks for them that they can do well. We can wear nametags to help identify committee members. We have our new display walls and that will help with keeping our literature neat looking.

Green Fair May 21st: 10-2:00. We won't need a large number of volunteers because of the relatively small booth space. Julie will send a reminder email including the shifts we have signed up for. Julie will also request that we have electricity so that we can show videos. Liz and Julie will work that out. Marcia will also accept plant donations for the Beautification Committee's plant sale, which is the same day/time and she will leave empty containers on her deck for us to pick up.

Earth Day Event Saltonstall School May 4: Liz, Julie will work this event. They will show Liz' Wastecon video and Liz will wear her recycle bin costume from the Haunted Happenings parade to generate interest.

Mayor's Reception May 26th: Julie will get the addresses of those who have not received their invitations.

SalemRecycles Presentations: Lessons Learned:

NIAC meeting April 7: went extremely well. The "quiz" about what is recyclable/curbside recyclable was really informative and will be used tomorrow at the earth day event. Susan was very helpful in creating the presentation. Styrofoam, numbered plastic bags, and "nut" type containers (metalized cardboard with metal ends) were the stumbers for everyone. We agree that repeating this type of information in many places and events is important. The doorhanger and website are good places to present this.

Green Business Boot Camp April 12: about 30 attendees, it went extremely well according to Julie. Liz and Lynn were instrumental in creating the presentation.

Book Swap—Location and Logistics for March 2012 event: We plan to limit hours that resellers can glean freely, so that others can still see a good selection of popular books/bestsellers. Julie wonders if we could do a swap at the Senior Center for next spring. We would need an alternative to "Got Books" for this location. Julie will reach out to the Senior Center to gauge their interest, and we will all look for vendors to pick up the books at the end of the event.

New Business:

Gazette Articles—Calendar for remaining year: Lynn and Julie have been talking about how to reinvigorate this program. Lynn is happy to edit if we each take a topic and create an initial column. A column doesn't need to be anything fancy—just a few ideas such as explaining “reduce/reuse/recycle”. We haven't had something in the Gazette in a few months. We can just have a paragraph or a list, and can repeat topics, too. Julie or Marcia will do FAQs and “most common mistakes”. Lynn will write about our new website. We can write an article about the door hanger when it is created. As a reminder, we write for the Gazette because the Salem News has a green columnist of its own, and the Gazette is very welcoming of our content. Green Business Challenge is a good topic; also “how to set up a recycle center in your house” . Liz will write about how to reuse items within your gardening activities (such as Styrofoam put in the bottoms of large planters to decrease weight). Brad is interested in helping update our Facebook page and maybe our Twitter. We will discuss this at future meetings to keep things in the pipeline. Tony will write about how residents can shred their confidential papers at NSRF to help prevent identity theft. Nancy will write about “why you need to clean your recyclables”.

Door Hanger: The intent of this is to help inform people who are recycling at curbside about what they can do better and what they are doing well. Susan is the main force behind this and we will discuss it further when she is here. We want to reach the well-meaning people who don't get it quite right. Lynn will put this on our June agenda

Upcoming meetings: Our July meeting is the day after July 4th . Julie offers her house for a potluck dinner in lieu of this meeting, and this plan is agreed upon. We will need the August meeting to prepare for our book swap and the fall events.

Other Business:

Website—Lynn has started giving content to our web designers at Salem Cyberspace and has committed to having it done by the end of June. Slow progress is being made. Lynn is looking for words/definitions that will appear in a Glossary page and asks that we send her our suggestions.

Julie is facilitating the creation of a banner that we can use at the farmers' market, sized up from an online “banner” logo that was created for our website. The logo needs to be redone in a finer resolution.

Julie: Carlton School has reached out to us about their yearly Green Fair. They didn't have this Fair this year and so are coming to the CleanSalem/GreenSalem on Saturday. They will have their own tables and will be selling seedlings and having a bake sale.

Liz: Saltonstall Friday Club is interested in having a day about recycling and green living. This can be a good opportunity to help develop our school curriculum. Julie can potentially help with this.