

Salem Recycles committee meeting
Tuesday, November 1, 2011

Present: Lynn Murray (chair), Jennifer Percy (secretary), Marcia Lambert, Erin Huggard, Julie Rose, Nancy Gilberg, Tony Keck

Absent: Susan Yochelson, Penny Neal, Liz Vago, Robin Faulling

Guests: Kristin Rogers, teacher at Carlton School and neighbor of Lynn Murray

Old Business

Debriefing meeting on Green Business Challenge: Lynn notes that Liz did a good job running this meeting; participants made some good suggestions. Among them: The survey still seems onerous and unclear to many, and we were encouraged to have a professional revise it to clarify and simplify. Why not present a seminar a few weeks before the challenge, to explain items on the survey? Guenevere of Ben and Jerry's, as a winner, received many inquiries in her store about the challenge, and would like a way for the city to handle these questions. However, the city doesn't have resources for this and would like to encourage participating companies to be resources for each other. Another idea is to make it more of a certification (like LEED) rather than a competition. The purpose is not to win or lose, but to foster green practices. Julie notes that there is no reason that schools couldn't enter the Challenge—it need not be exclusively for businesses. The Chamber of Commerce will have their own debrief meeting 2 pm at their office on Thursday 11/3 which SalemRecycles members are welcome to attend.

Green Salem website update: Nancy, Julie, and Lynn took training 10/15 to update this new website. They are meeting tomorrow to solidify these learnings.

SalemRecycles Facebook postings: Nancy has been on the site, removing a spam, making a couple of postings. We should create an event for our textile recycling day so it can be forwarded to others' Facebook friends or posted on our walls, to further spread the word. Nancy offers to create the Facebook event posting. Discussion ensues of ways to share on Facebook.

New Business

Insert for Licensing Board: Julie—the subcommittee for this doesn't have a clear and effectively designed insert yet and plans to continue working on it to make sure our message is conveyed. The purpose, again, is to encourage license applicants to incorporate green practices into their event. Such as, reminding them about Can-a-bles, and other resources.

Educational Sessions for the public: Susan and Julie had met to discuss ways to present information to members of the public about what happens to items that are put into the recycling. We have hoped to use an intern to help compile this information. We have general consensus that people would like to know where their recyclables end up. We are finding this out as we pull together and promote our Recycle America event for textile recycling. See below for more on this.

Natl. Recycle America Day Nov. 15th: Julie has a sign-up sheet for volunteers for our event on Nov. 19th, the textile collection drive, and she passes it around to us. Estimate is that we each throw out 10 lbs of textiles a year; in our area 4.9% of trash is textiles. She shows us stickers, buttons, and a banner that they have provided us for the event. Kristin Rogers offers to have a Carlton student read our flyer as an announcement the Friday before. She also has an idea for a student to go around to classrooms and present the idea, and have a mini-drive before ours and Kristin could bring the collection down to our larger collection. Julie will reach out to contact people at other Salem schools. A notice has appeared in the calendar listings 10/21 in the Salem Gazette. Nancy will put the event on Patch. Discussion of the feasibility of displays at the event showing uses the textiles will be put to; it is a little late to get this going, perhaps, but maybe Julie can pull together some photos to show uses for the items. Erin reminds us to go to the website to view our event listing as well as others in the area: AmericaRecyclesDay.org. Salem Charter School has an interest in some students helping us with an event; is this a good one for them? Our feeling is that there isn't a lot to do—folks will simply be dropping off bags of textiles and we will be outside for hours. Erin and Julie have spoken with Lifebridge who may not need to drop off unsaleable items with us because they have a vendor who buys these things from them. Julie poses a question to us: how could we pitch this to the Salem News? There are many interesting things about what we are doing that might hook their reporter's attention. Erin will talk to Liz and find out if she has created a press release.

Discussion of ways to develop a green curriculum for the schools. This was originally an interest of SalemRecycles. Nancy asks if we can create a sticker listing what to put in the bin? Discussion of what other cities are doing; Cambridge has totes with diagrams embossed right into the plastic, for example.

Kristin would love to work with SalemRecycles, and 2 other Carlton teachers are interested as well. They are thinking to educate the teachers/staff, who can then work with the children to give them the right information. She requests we email her any information we provide/create and she will use it in their efforts. They are working on a visual display board showing what can and can't be recycled in Salem. She likes information about "why"—such as, why do we recycle #2 plastic? And why not plastic bags? Julie says there will be a green curriculum website teachers can post on to share curriculum; she recommends Kristin go to DEP website and see what they have there.

Continuing Business

Gazette Articles and press releases, calendar for remaining year: Erin has one ready about Recycle America Day; Lynn can do one about Green Salem website for December; Marcia plans to

write something for January; Tony plans to write something about the free shredding at North Shore Recycled Fibers. Julie reminds us to just write some FAQ's if we just have a few minutes. Or simply write a "tip" and it can go on the Green Salem website, or our Facebook page. Writings should be sent to Lynn.

Door Hanger subcommittee status: Lynn will send an email with potential dates for this group to meet.

Pilot Zero Waste community: See last month's notes; we have in fact been selected for this.

Other business

Short mention of glass aggregate that is available for inclusion in paving materials—Jennifer would like our committee to investigate how we might make a formal recommendation to the city to do this. We will put it on the agenda to discuss at our January meeting.

Intern for recycling committee—Kristin would love for someone to come speak with her school's Planet Protectors group to stimulate discussion and actions. See above, "Educational Sessions", for other uses we have for an intern. Nancy reports no luck approaching Salem State administration. However, she has a friend who is advisor/professor of environmental studies at NSCC, very active with students; she discussed with him a "service learning" project of doing a project with/for us; short term type of project rather than semester-long. For example, a project could be creating an interesting display to show information about can recycling. Research/develop materials that we could use; and/or coming to an event with us. Greg, her friend, should be able to find a student for us.

We will not meet in December, instead having a potluck. Lynn will send an email.