

Salem Recycles meeting
Tuesday, November 2, 2010

Present: Liz Vago (chair) Lynn Murray, Penny Neal, Erin Huggard, Jennifer Percy (secretary), Marcia Lambert

Absent: Julie Rose, Katie Giddings, Tony Keck, Susan Yochelson

1. October minutes approval: No changes requested; they will be posted as is.
2. Haunted Happenings parade debrief
Julie heard a lot of positive feedback. Marcia suggested better signage so it was clear what we were saying yes or no to, but in general we liked having the signs to carry. Parade seemed to go by faster than last year's, per most of us participating. General consensus seems positive. We decided at the last minute not to hand out flyers and we agree today that this was a good choice.
3. Schools Curriculum
Are we interested in developing a subcommittee to work with the schools? Liz hands out a printout of her PowerPoint of a presentation she did at Wastecon which Mayor Driscoll saw and liked: "Branding the Recycling Message". Mayor Driscoll is interested in having us do presentations to the schools. General discussion of how to approach the different age groups, and whom we would present to: kids, teachers, whom? This will affect what we develop. Liz thinks Katie may be interested in helping develop this; who else? Lynn points out that Cambridge has a whole school liaison committee to help with things like this; we will need to figure out who at the schools is interested in working with us. Erin suggests we pick a school like Carlton (contact person = Carla) to do a pilot program with, develop something, then later take to other schools.
Erin also has an idea she's been mulling over: for a year, collect all the little things you don't know how to recycle, then put it together into a mural that can be posted. General discussion about this idea: This could help spawn a multi-disciplinary lesson. And how can we decrease our consumption of these items?
Anyone here interested in helping develop this? Erin, Lynn, Liz, Penny; we would need to connect with Julie also, maybe Carla at Carlton would also be interested in helping work on this.
4. Recycling awards: Ceremony Nov. 17th
Both NSRF and mayor Driscoll have been recognized by MassRecycle. Ceremony is Nov 17th; those interested need to get in touch with Julie to arrange carpooling and registration.
5. Recycling grant—Technical Assistance Grant
We got \$1500 for more new street recycling barrels, rather than the \$100,000 that was the main grant we requested from Mass DEP. Lynn suggests this shows we need more resources such as our own website to help convey our message; monetary as well as in-kind resources. We are limited with our city budget. Liz points out most DEP awards went to composting and single-stream recycling efforts. Also to "Pay As You Throw" programs, and pilot programs to try new things. Lynn and Erin—what about having kids / or Salem Cyberspace work on a new website for us? Liz—are we able to fundraise? How would all that be handled, who would keep the funds? Discussion of how the Beautification Committee keeps its funds. Would it be worth the trouble? Donation jar at the book swap? Or if a group raised money for recycling, a Canable

with their name on it would be placed somewhere. Terracycle? We did not reach any conclusions about this.

6. America Recycles Day

Erin has started an article for the Salem Gazette for this. “ I recycle, do you?” about how Mayor Driscoll was recognized for her efforts. Mentions pilot plastic bag recycling program. Lots of towns in area have events in progress to mark this Day—many small efforts like events in schools. There is a website that lists various efforts. Some discussion ensues about whether this date is always America Recycles Day, or is it always a Monday, or etc. Can we do an event in the future, as we are not equipped for anything this year? Salem is challenged by this timing due to big Halloween efforts. Marcia—it would be really great if we had a school liaison to work with—hard to connect with folks in the schools to set up mutual programs. Like Lynn mentioned before, Cambridge does this really well, identifying who is willing. Erin suggests that there might be a parent willing, if faculty/staff is not?

7. Spring event planning:

- a. CleanSalem/GreenSalem—no date yet. Liz—Andrea Fox knows of an artist interested in making a “river” of water bottles. Wants 2500 16-oz water bottles. Comments from us? This would create a nice visual on the Common, maybe just a 1-day installation for CleanSalem/GreenSalem. Who might help collect? Carleton school? Other schools? What about Salem State? Liz will talk to Julie.
- b. Book Swap is March 5th , Saturday and will be at St Annes as was our most recent swap. As mentioned, we need more staff. Maybe we all should recruit someone to volunteer? Marcia suggests that book group members might be very willing.
- c. Plastic bag recycling: where? Senior center, 120 Washington St., and the library. Marcia—problem is where to park? General discussion about locations for this service. Maybe near CinemaSalem, Steve’s Market, Riley Plaza, the post office lobby or outside, Home Depot, places like that? Every location should be labeled with all other available locations. Where in 120 Washington? 3rd/4th flr? Not very convenient. Shouldn’t we be looking for the most visible, convenient locations? We collect big bags of bags—we’re not going to truck down to the library with a large amount like this. Consensus—we need something outside downtown, and then other very convenient places. Erin--Who are we trying to reach? People who don’t necessarily hop in their cars to drive to the store. Wonders if she should mention this pilot program in her Gazette article for America Recycles Day. General agreement: yes, include this.
- d. Federal St yard sale—Marcia attended. Maybe 9+ homes participated. Not such good attendance—weather was cold and it was a Sunday. Each home needed its own permit. Some things were pricy but it varied. Liz—so, should we try to promote a community-wide event? If no permits, we run the risk of having lots of leftovers on the street that will dismay NSCarting. Liz—what about a rummage sale type thing at an indoor location? Erin—easier for people to do at their homes. Marcia—Thompson’s Gardens did a sale in the spring, anyone could go and set up. Erin—if we have a SalemRecycles website, we could have listings of who is having a yard sale when. Would need to work out the logistics. This sounds better to us than doing the community yard sale idea.
- e. Green Fair—Chamber is by report rethinking the timing of this. We don’t have details.

8. Green business update: Liz shows us the original survey that was used. It was a little

convoluted for small businesses. Winners have been chosen in 4 categories for various levels of award.

November 18, 2010 is the date for the presentation at Old Town Hall with Mayor Driscoll, Rinus Oesthook from the Chamber of Commerce, and others. There will be a press release. If any committee members are available, we will try to attend.

9. Strategic planning/communications plan update:

Lynn—this is not coming together as anticipated. All items can be categorized as communication, and some as education. Items weren't specific enough. Lisa Camarata in HR for city is a possible facilitator at our January meeting to help us work on our plan. We must sort out layers of needs—yearly events, monetary and other resources, etc. Agreed: having Lisa facilitate sounds like a good idea.

10. December meeting—cancel this and have a holiday get-together instead as we did last year? Lynn and Julie are possible hosts. Date of our reg meeting would be Dec. 7th—should we do that, or a different night. Suggestion is to do that night because we all presumably have cleared our calendars for this. Idea for swap—bring a decoration or ornament you don't want. Plan: Lynn and Julie will discuss, and will email the group with the location.

11. Leadership transition: Lynn has volunteered to take over the chair in January. She has been co-chair; is anyone interested in that role? We will think about it, and let Lynn know. Also, we need more committee members. Liz and Penny have been talking to someone who is interested; Jennifer has as well. Homework: try to bring others to our committee. Erin—do we need to target particular neighborhoods? Liz—we lack membership from North Salem, the Point, out Highland Ave area, the Willows. Maybe target various neighborhood associations?

12. Other business-- None.