

City of Salem
SalemRecycles Committee
Minutes for May 1, 2012 Meeting

6:30 pm 5/1/2012, 120 Washington Street, 3rd Floor, Salem, MA

Meeting commenced at 6:35 pm by chair Lynn Murray.

Attending meeting were committee members Lynn Murray, Julie Rose, Penny Neal, Nancy Gilberg, Erin Huggard, Liz Vago, Susan Yochelson, Jennifer Percy, and Tony Keck. Janice Breeze attended.

Agenda Items

Old Business

1. Green Salem Business Challenge update provided by Liz Vago. Participation was reported to be up from last year. To encourage more participants, the survey submission deadline was extended through May 6th. Liz encouraged members to spread the word about the extended deadline, and to encourage non-profits in the city to participate.
2. May 5 Green Salem event overview provided by Julie Rose. Event is on Salem Common beginning at 10 am, with volunteers signed up for various times to provide coverage. The clothing swap will be set up using tarps on the ground with signage for categories. Parents United has volunteered to assist with the swap and the event. The area setup was discussed. Goodwill, North Shore Fiber will be present with trucks to load items.
Erin Huggard inquired about establishing an area to post upcoming events, such as the November Textile Drive, and an area will be provided.

New Business

3. Strategic Plan came up for discussion and Julie Rose has asked the Mayor for input to learn what goals the City would like to incorporate into the revision of the Strategic Plan. Lynn Murray will circulate that input along with topics to be addressed at a meeting for the Strategic Plan. Julie and/or Lynn will circulate the existing Plan to all members in preparation for discussions of the revision.
4. June SalemRecycles meeting date has been moved from Tuesday June 5 to Thursday June 7th at 5 pm. This was done to accommodate the Mayor's schedule so she can attend the meeting. The Mayor's visit will be the first item on the agenda. The meeting will be at the same location as regular meetings. A discussion of the presentation to the Mayor was held. Each member will have the opportunity to provide commentary/input. Lynn will be meeting with specific members to present items for discussion with the Mayor. Included will be a summary of the committee's accomplishments, share with the Mayor ideas the committee has considered to further the goals of the committee and the City. Among considerations is canteen use with events held in Salem (walks, etc), requiring recycle receptacles at events as part of the application process, and inquiring what the Mayor would like to see the committee address.

Continuing Business

5. **Gazette Articles and Press Releases**
A discussion of publicizing committee information included what other media could be incorporated to reach more people. Besides relying on articles only in the Gazette, it was suggested to approach Patch for online publication of articles and helpful points of recycling. Nancy Gilberg offered to contact Aubrey from Patch about the committee contributing regularly to the online news service. Janice Breeze volunteered to help Nancy with this.
6. The Door Hanger project was presented. The hangers are being printed on recycled paper. Discussion of a plan to begin using the door hangers included how to canvass the city. Liz Vago suggested working with Northside Carting (Mark is contact) to distribute hangers. Julie Rose offered the idea of including Parents United in the launch of the project, which is to inform residents how to improve their recycling using the hangers are score cards of their recycling.
7. Catalogue Choice was next on the agenda. This was the initiative to have people go to the Catalogue Choice website and identify those catalogues, phone books, and other such printed materials that are delivered to their doors that they wish to stop delivery. There is software available to track how effective this program is in the community at a cost of \$2,000 paid to Catalog Choice. The discussion included whether the committee should expend the funds to obtain tracking software and it was decided that the committee is not going to make that expenditure. Liz Vago suggested that the information about Catalogue Choice be included in the committee website so individuals could stop unwanted catalogues from being delivered to their residences. The diversity of Salem may not allow this program to be used by all residents, but it was considered worthy of providing the information to residents.
8. June meeting was moved to Thursday June 7th at 5 pm. The meeting for July was proposed to be devoted to the Strategic Plan. It was also proposed to have a subcommittee meeting on June 27th (date not firm yet) to organize the terms of the plan for the July meeting. It was suggested that this subcommittee meeting be further discussed at the next meeting.

Other Business

9. Julie Rose and Susan Yochelson discussed the Greenfest event held in Peabody. Susan's group (Salem Sound Coastwatch) attended as a vendor and noted an improvement in participation from the prior year. Both said it was an informative event.
10. Tony Keck brought up an article from the Globe which discussed Massachusetts communities that are trying to get more residents to recycle by limited curbside trash pick up to every other week and recycle pickup every week. For those who want to have trash picked up every week, pay-per-bag trash bags would be available for purchase at local stores. Those residents who want weekly trash pickup would be required to use the pay-per-bag for those weeks that trash pickup is not scheduled. Tony said he would circulate the article via email.

Meeting was adjourned at 7:35 pm.