

**TOWN OF CAPE ELIZABETH
RECYCLING COMMITTEE**

MEETING MINUTES: JANUARY 3, 2013
Conference Room, Public Works Facility

Present: David Earnst, Peter Frye, Jamie Garvin, Jessica Simpson, Patt Bothel,
John Kane, Robert Malley
Absent: William Marshall

- 1) Meeting was called to order by Chairman John Kane at 7:04
- 2) John Kane moved, Patt Bothel seconded, a motion to approve the minutes of December 6, 2012.

DISCUSSION ITEM:

Jessica Simpson had two items that she wanted to see amended.

Item #5 No shredding day by the Recycling Committee has been set. Public Safety is planning one for the spring.

Item #9 Should be changed to read "Middle School needs to put forth more effort to recycle paper".

Minutes approved as amended.

- 3) There was no public comment
- 4) New slate of officers as follows was moved for approval by Jessica Simpson and seconded by John Kane.
Chairman: Jamie Garvin
Vice Chairman: Peter Frye
Recording Secretary: Patt Bothel
Unanimous approval.

- 5) Bob Malley discussed the November recycling rate (31%) and the overwhelming amount of cardboard that was generated in December. Extra hauls were made to accommodate the added load.

Bob Malley also discussed an email from a woman from MA that he received looking for swap shop guidance for her town.

6) Committee continued the discussion of promotional items, Jessica Simpson brought a number of sample items that she had requested with prices. They ranged from \$.39 bookmarks to \$4.50 recycled piggy banks (per item). Merits and downfalls of each was discussed.

Patt Bothel brought a sample of a postcard sized magnet that was customizable at a cost of \$.50 each.

Committee decided to see how much information could be displayed on the magnet, with a future purchase of a more child friendly promotional item as well.

Patt Bothel will email a mock up of possible magnet ideas to the committee.

Jamie Garvin will try to locate the contact for the recycled frisbees previously ordered.

John Kane indicated he had received an email from the graphic artist that is putting together the new recycling brochure.

7) Bob Malley asked the committee if we would like to put any further goals in place in our formalized plan.

Jamie Garvin noted that we still had last year's unmet goal of reaching out to the Cape Elizabeth Business Alliance and made the commitment to contact Janel Volkner, chair of the Alliance.

Jamie Garvin will update the 2012 goals and bring them to February's meeting for discussion.

The Committee also discussed adding one public outreach event where we might take a more active role in recycling education.

8) Jessica Simpson is working on a Cape Courier article on reducing consumption

9) In Other Business Jamie Garvin wanted to acknowledge the service of prior Chairman John Kane and prior Secretary Bill Marshall

John Kane shared information on a PBS show he watched regarding a segment of the Egyptian public that handled all of the waste in Cairo with an 80% recycling rate.

10) Patt Bothel moved, David Earnst seconded a motion to adjourn at 8:35PM.

Approved.

Respectfully Submitted,

Patt Bothel

