

**Town of Cape Elizabeth**  
**Recycling Committee**  
Meeting Minutes **DRAFT**  
March 7, 2019

**Present:** Kara Lavender Law (KL), Tim Trachimowicz (TT), Chelsea Torrey (CT), and Aubrey Miller (AM)

**Absent:** Chair, Matthew Faulkner (MF), Jennifer MacDonald (JM), and Nicole Boucher (NB)

**Staff:** Robert Malley (RM), Director of Public Works (absent)

**Public/Guests:** Imogene Altnauer, Cape Elizabeth Strawberry Festival Event Planner

**Call to Order:** Kara Lavender Law (KL) called the meeting to order at 7:02 PM.

**Approval of February 7, 2019 Draft Meeting Minutes**

The minutes were approved (4 Yes, 0 No)

**Citizen Opportunity for Public Comment Not On the Agenda**

There was no public comment.

**Discussion with 2019 Strawberry Festival Event Planner – Imogene Altnauer**

The committee introduced themselves to Ms. Altnauer, who gave a brief overview of the Strawberry Festival, which includes a Friday night lobster bake/pig roast, and the history of trash, recycling and compost collection at the event. After four years of donating their services, Garbage to Garden did not service the event in 2018, and Ms. Altnauer is very interested in help from the committee to arrange waste collection that includes compost. She noted that she recommends that food vendors use compostable serviceware, but that it is not required. After some discussion, a tentative plan was formed to set up a “Working Towards Zero Waste” tent in a central location near the food tent, with waste, recycling, returnables and compost collection. RM had offered the services of Public Works to transport empty compost totes from the Recycling Center to the event, and Ms. Altnauer will speak with Cape Farm Alliance members about transport of filled compost bins back to the Recycling Center after the event. KL will reach out to Katrina Venhuizen of **ecomaine** to inquire about use of an **ecomaine** tent and/or participation at the event, for which Ms. Altnauer offered **ecomaine** complimentary “event sponsor/partner” status, which includes promotion on Facebook and on event postcards (distribution to 7500 people). The committee will also help to recruit volunteers to manage the waste station, and will put together a Cape Recycles gift package for the silent auction. Ms. Altnauer also discussed the water refill station that was set up by Portland Water District at no cost, which the festival attendees heavily used, but which resulted in a loss of income to the Cape Farm Alliance because of low sales of reusable water bottles. CT suggested setting up a \$1 Suggested Donation collection and incorporating the water station into the Cape Farm Alliance tent, which might help to increase donations.

### **Finalization of Goals & Objectives of the Committee for 2019**

KL presented a written document with Goals & Objectives for 2019 that was drafted together with RM. After some discussion, Goals 1a and 1b were combined to consolidate redesign of informational materials and develop a distribution plan to existing and new town residents. TT suggested removing the names of particular individuals. KL will make the recommended changes and submit to the Chair for a final vote at the April meeting.

### **Update on Contamination Data for Recycling Containers & Discussion on Town Hall Recycling Containers**

TT had received contamination data only through mid-January, which had been available at the February meeting. A short discussion resulted in a strong consensus that the recycling containers behind town hall should not be removed without first communicating to town residents that the high contamination levels are resulting in large fees, and that one proposed solution is to permanently remove these containers.

### **Webpage and Social Media Communication Update**

NB was unable to attend, but sent the following notes to the Chair ahead of the meeting:

- Facebook post reach (how much content people see) is up 86%, with a huge boost after the blue bin giveaway contest (#WintheBin). The Facebook page gained 14 additional followers for a total of 141.
- There were more than 30 entries for the #WintheBin challenge.
- The most popular Facebook post of the month was a photo of a town hall recycling container filled with plastic bags, with a caption stating, “YOU CAN DO BETTER!” This post elicited a suggestion for additional signage on the containers.

### **Status of Communication, Collaboration & Outreach with CE Schools**

KL had nothing new to report after her previous email reaching out to the Pond Cove principal, who said he would let us know how we could help. She also reported on a possible student-led initiative to replace plastic straws used in the Pond Cove cafeteria, which she will investigate further.

### **Committee Member Updates & Correspondence**

KL reported that the committee is sponsoring a workshop on May 28 through Community Services with a panel discussion on “The State of Recycling in 2019”. Panelists include Kevin Roche (CEO, **ecomaine**), Katrina Venhuizen (Environmental Educator, **ecomaine**) and RM. TT will reach out to the Cape middle school information specialist to inquire about filming the panel for posting on the Committee webpage. KL also reported that she saw Katrina Venhuizen and met Vanessa Berry, a new Environmental Educator at **ecomaine**, at the Solid Waste Association of North America conference (SWANApalooza) in Boston the week prior, in which the keynote panel discussion that day had been on “The State of Recycling in 2019 and Beyond”.

### **Other Business**

There was no other business to discuss.

**Citizens Opportunity for Discussion of Items On the Agenda**

There was no public comment.

**The meeting was adjourned at 8:30 PM.**

The next meeting will be held on Thursday, April 11, 2019.

Respectfully Submitted,

Kara Lavender Law