

Brunswick Recycling & Sustainability Committee
Tuesday, Sept 27, 2022 – 4:30 pm – 6:00 pm
IN PERSON – TOWN HALL COUNCIL CHAMBERS

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| 1. Call to Order / Intros | 4:30 PM |
| 2. Administrative | 4:35 |
| <ul style="list-style-type: none">• Approval Aug 23rd Minutes• Committee's Updated Charge - Status• Update on Town Council Initiative around Town Committees | |
| 3. Solid Waste Updates - Jay A | 4:40 |
| <ul style="list-style-type: none">• Ecomaine/Casella Agreement tracking• Other solid waste/recycling related updates | |
| 4. Public Education Discussion – Harry/Jenn | 4:50 |
| <ul style="list-style-type: none">• Committee's Role• Draft Plan (see attached)• Discussion/Follow-Ups | |
| 5. Organics Initiative, Execution Update - Steve Wood | 5:20 |
| 6. Energy & Sustainability Subcommittee Report – Steve Weems | 5:30 |
| 7. Public Comment** | 5:45 |
| 8. Adjournment | 6:00 PM |

** Public Comment can be given at this point in the meeting via the Zoom dial in number provided during the televised meeting. Alternatively, written comments in advance of the meeting can be sent to jastle@brunswickme.org and they will be read aloud at the appropriate point in the meeting.

MINUTES
TOWN OF BRUNSWICK RECYCLING & SUSTAINABILITY COMMITTEE
Council Chambers - Brunswick Town Hall
23 August 2022

Meeting called to order by the Chair at 4:30 PM.

Members present: Rep. Poppy Arford (by phone and Zoom), David Costello, Jamie Ecker (Chair), Harry Hopcroft, Thomas Rumpf, Stephen Wood, Steven Weems

Town personnel present: Kathy Wilson (Town Council Liaison), Steven Walker (Town Council Liaison), Bina Skordas (Town Planner)

Public present: Bill Good

Introductions of Committee Members and Town Personnel: Personal introduction provided by each person in attendance.

Meeting Minutes from July 22, 2022: Motion to approve: Tom Rumpf, 2nd Stephen Wood.
Approved: % Yeas, one abstention.

Admin:

Jamie reports that the Town Council's August 10th meeting to discuss matters related to the role of Committees and increasing support and effectiveness was well attended. Two big challenges are having 30+ openings for volunteers and developing better ways to publicize the work of Committees. Steve Weems added that the Councilors present also want to see Committees reporting to the Council annually. A second meeting is planned for Sept. to review comments and develop a plan. Jamie has sent in additional comments from his perspective.

Solid Waste Updates:

Jamie reports for Jay Astle that the swap system is so far going well, our town website has been updated to reflect ecomaine's lists of acceptable items, and there soon will also be a link to ecomaine's Recyclopeda database. Copies of the contracts have been distributed and will be resent to committee members.

Planning Department Initiatives:

Bina Skordas reports that the inventory required by the update to the Comp Plan is nearly done. She will circulate relevant sections to us. There will be a workshop in Nov. that will incorporate any comments from committees and individuals. Timeline for full Plan completion is roughly next spring/summer.

In the Climate Resiliency Grant, we are asking for funds to do a GHG inventory for the town. We should know if we got the grant by mid-Nov. Additional rounds come up in March and Sept. of next year. We coordinate our requests with State initiatives, and what they are prepared to fund.

We now have a Sustainability webpage on the town site. Its development has been aided by a Bowdoin Intern in the Planning Dept. It's modelled on those in other local towns. We can get material added by sending it to Bina. The Intern is helping with marketing the new site.

Action:

Committee members to come to next meeting prepared to discuss the website in a workshop.

Solid Waste Management Subcommittee:

Intends to work with Nate Cronauer on single stream and organics recycling
Encourage pickup on private roads
Encourage apartment owners to make recycling easier for their tenants
Subcommittee members each taking a different area for personal concentration (soc. media, print materials and tracking metrics)

Action:

Jamie to work with Jay to create ongoing data and contamination rates

Education Subcommittee:

Harry Hopcroft discussed issues around publication of our information and the need to have a coordinated effort.

Action:

Jamie to talk with Jay about plans for the kickoff program by ecomaine, and efforts to improve communications there. Deeper discussion at workshop next month.

Energy & Sustainability:

Steve Weems notes support for universal ss pickup. Looking for other sustainability options. Steve also notes that the Electrify Freeport program will have an open house on Sept 25 at Freeport High School. He recommends members attend for new ideas, and to see if Brunswick should have a similar kind of open house.

Public Comment:

Bill Good Asked a question earlier, and asked for copies of the solid waste contracts. No other comments.

Motion: Steve Weems moves to adjourn, Tom Rumpf seconds. Unanimously voted in favor.

Next meeting Sept 27, at 4:30 p.m.

Adjournment - 5:42 PM

Brunswick Recycling & Sustainability Committee

Proposed Approach to Public Education

September 15, 2022 DRAFT

Purpose: The R&S Committee's proposed charter includes the following among its core responsibilities:

- Develop and promote public education initiatives to raise the awareness, understanding and action by the community to meet the need for climate change mitigation, the reduction of solid waste and improved recycling, and sustainable living throughout the Brunswick community.

General Approach: To meet this responsibility, the Committee shall employ the following organizational approach and general strategy:

- Work with Staff to develop public education and outreach plans to support initiatives that the full Committee agrees require community education
- The Chair of the Education Subcommittee will be lead liaison with Town Staff to proactively develop and implement public education and outreach plans for specific initiatives.
- Community education initiatives will use appropriate communication channels that best support the specific initiatives, including traditional print, social media, Town website, banner ads on the Town website, regular speaking engagements, etc.

2022 Specific Initiatives

Organics

- Continue regular social media engagement & postings (Eliza Blood)
- Engage BHS environmental club and community service hours to promote the Organics Recycling Initiative, both within the schools as well as through other community interactions.
- Develop and distribute posters at collaborating retailers
- Speak and/or table at community events
- Post diversion metrics and latest successes (on Town website, social media, etc)

Ecomaine

- Develop & schedule a "Kick-Off" community event with Ecomaine staff and publicize
- Develop a plan for bin inspection with ecomaine, and publicize the program and its outcomes
- Ensure ecomaine public education tools are posted and readily accessible via the Town's website
- Post diversion metrics and latest successes (on Town website, social media, etc.)