

MINUTES
TOWN OF BRUNSWICK RECYCLING & SUSTAINABILITY COMMITTEE
Council Chambers - Brunswick Town Hall
26 July 2022

Meeting called to order by Harry Hopcroft at 4:32 PM.

Members present: Rep. Poppy Arford, David Costello, Jamie Ecker (Chair), Jennifer Hicks (Secretary), Harry Hopcroft, Thomas Rumpf, Stephen Wood,

Town personnel present: Jay Astle (Public Works Director), Eliza Blood (Organics Recycling Coordinator), Kathy Wilson (Town Council Liason)

Public present: Bill Good

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

Meeting Minutes from June 28, 2022: Motion to approve: Tom Rumpf, 2nd Stephen Wood. Unanimously approved.

Chair/Vice Chair Convening:

Jamie reports that the town council has notified chair/vice chairs of town committees of an August 10th meeting to discuss matters related to the role of committee and increasing support and effectiveness.

Solid Waste Updates - Jay Astle

Cassella/ecomaine contracts have been signed as of Monday July 25 retroactive to July 1.

- This is a trash/recycling “swap” so Brunswick material stays in Cassella system but materials from other sources will go to ecomaine in Brunswick’s name
- No surprises with contract:
 - Option to transition from swap to direct haul after year 1
 - Option to withdraw from arrangement after 5 years.

Jamie reports that he, Stephen Wood, and Harry met to come up with an explainer about the swap system and developed a document that will be shared with the committee. Harry’s column from a few weeks back is also a good source of information.

Ecomaine Community Outreach & Education Offerings – Nate Cronauer

Nate Cronauer presents information about ecomaine and what it means to be part of ecomaine community:

- Three facilities: recycling, waste-to-energy, ash fill
- Dozens of towns are part of ecomaine community
- Primary part of mission is to educate and build positive relationships with residents
- Goal is to reduce contamination and increase waste diversion
- Education and outreach programs
 - School/Community events
 - Curbside inspection/tagging
 - Master recycler program

- Outreach and tabling
- Follows the Maine waste hierarchy
- Has already presented to students at Brunswick Junior High and received a very positive response

Suggested next steps for committee to work with ecomaine: hold a Kick off day:

- An event with several ecomaine staff members and several elements (kid and adult engagements)
- Give bins away (100)

Regarding tagging program:

- committee should contact communications director Michele Ratley who has information about the tagging program and Nate will make the connection for us.
- It's up to the town who does the tagging (whether its a town volunteer or ecomaine interns)
- Ecomaine provides town with results of tagging assessments

Regarding recycling do's and don't lists:

- Webpage, magnets, posters
- Recyclepedia: an app that can be use as a reference for what can be recycled
- Information about prep of materials is part of the education

Specific services available for Brunswick community: Blue recycling bins (pick up in Portland, PW office) town has access to ecomaine educators for outreach opportunities, YouTube videos.

Jamie reminds the committee that ecomaine was chosen as town solid waste management provider because of their effectiveness in waste diversion. Recommends that the town has a long-term education strategy so residents understand why the company is key to town's

Action: Education subcommittee will meet with Nate to start developing a public education strategy and plan the kick off event.

Organics Initiative, Execution Update - Eliza Blood

Outreach activities:

- Social media has been the most effective approach to communicate with residents and spread the word.
- Have also conducted public presentations, tabling: farmers market, art walk, movies in the park - gave out brochures and surveys. Had useful conversations with visitors.
- In person presentations during summer are not well attended. Should do more in winter and incorporate Zoom.
- Community survey (both online and printed),
- Public Works webpage has been updated

Grant progress: 169 new Gardens to Garden subscribers, 65 composters sold. The 2nd drop off site is very active. Almost 1000 households have participated in some sort of composting since the campaign started. Survey responses: 132

Next steps: continue to attend public events, posting social media, continue promoting the 3-prong approach to organic recycling in town.

Survey was primarily completed by people who do compost. Would be important to hear from people who don't compost

Action: Eliza will send out results of the survey to committee members.

Action: Education subcommittee to incorporate composting outreach efforts with ecomaine public education strategy

Action: Jamie will send Nate Cronaur composting grant from DEP.

Education Subcommittee Report – Harry Hopcroft

No report

Public Comment:

Bill Good: congratulations on finalizing the contract with ecomaine and continue good work.

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

Adjournment - 5:54 PM