

**IWMAC Meeting Minutes**  
**Town Council Chambers, Durham town Hall**  
**Jan 5, 2022, 8am**

**Attendees:** Sam Hewitt, Julie Kelley, Nell Neal, Al Howland, Naomi Kornhauser, Sally Needell, Mary Caulfield, absent, Susan Richman

**Meeting focus - Recycling Campaign**

Nell began the brainstorming discussion by advancing a **list of questions** to answer.

- What information do we want to tell people?
- What should be the sequence of this information?
- Who is our audience?
- How, where and when do we want to get the message out?

**Who is our audience?**

- Residents of all communities
- ORSCD students and staff
- Landlords
- Durham Business

**Information to incorporate into the campaign:**

- IWMAC mission statement – thank you, Al
- Story Board – thank you, Sam
- What happens to your solid waste?
- Landfill issues
- Why should you care?
- What is in it for me? Recycling revenue offsets solid waste costs reflective in your tax bill.
- DPW 2021 data
- Material sorting is critical
- Testimonials
- Create multiple choice questions as our DYK; stimulate people's curiosity

**What vehicles to use for effectively circulate the campaign?**

- DCAT
- Town site
- Story Board FAQ's
- Schools – sus clubs, committees, open house
- Dr. Morse
- DYK
- Banners
- Email – Al heard this medium is highly preferred
- Manned table display at March 8<sup>th</sup> voting day
- Recycling ambassadors
- Catchy graphic, slogan
- Social media
- UNH student newspaper
- Great Bay Rotary
- Riverwoods/Sprucewoods

Sally shared recycling/compost information from winter issue of Sierra magazine and separately about Terracycle.

Sally has written about DPW

Mary will ask AI - Write up experience at Transfer Station

Next meeting: Tuesday Jan 19th

Topics: time frame, build recycling brand, what are the costs, details on transfer station sign, writing the content.

Minutes submitted by Mary Caulfield