

Minutes of IWMAC meeting, March 30, 2022, 8am

Durham Town Hall, Council Chambers

In Attendance: Al Howland, Julie Kelley, Naomi Kornhauser, Nell Neal, Sally Needell, Susan Richman, Carden Welsh, Sebago Welsh

We will be changing the focus of our education initiation from *Recycling* to *Recycling and Composting*. Goal of recycling component will be to increase amount and reduce contamination.

Andrea Folsom joined us remotely to present PowerPoint about statewide “Recycle Right” campaign and answer questions about the campaign. Some highlights:

- 4-month campaign funded by USDA grant, launching April 18
- Will provide instructions for how a town can run its own campaign
- Recommends shorter campaign for a town
- Holding “Ask Me Anything” virtual event in late April, to be recorded
- Creating 30-second video about what happens to recycled materials
- Includes feature “Recycling Mythbusters”
- Encourages progress over perfection
- NRRA conference will be held in May
- Their campaign doesn’t focus on income from recycling, saying only that recycling “may generate income or decrease costs.”
- People need constant reminder to recycle
- 50% of waste in NH landfills comes from out-of-state.

Julie suggests creating subcommittees to make progress between meetings, focusing on these areas:

- Logos and slogans
- Where/how to spread information (Al volunteered for this)
- Marketing materials design and cost (Julie will look into cost of stickers and posters)
- Adapting NRRA plan (Carden volunteered for this)
- Digital communications

Carden will ask NRRA if educational materials are available now.

Nell will discuss with Todd possibility of naming overall campaign “Sustainable Durham”

Meeting schedule will change from every other Wednesday to first and third Wednesday.

Next meeting April 20.

Minutes submitted by Naomi Kornhauser