

## **Minutes of IWMAC meeting, June 15, 2022, 8am, 5 Garden Street, Durham**

In Attendance: Mary Caulfield, Barbara Dill, Sam Hewitt, Al Howland, Julie Kelley, Naomi Kornhauser, Nell Neal, Sally Needell,

Brief discussion of when to meet during the summer. Nell will be away in July and August. We agreed to meet the first Wednesday in August to prepare for Farm Day. IWMAC will have a table at Ray LaRoche's farm.

May and June minutes were approved. Final approved versions should be sent to Jen Berry.

Al reported that spoke with David Watters about regional composting. David said there is a statewide plan being worked on. Al will follow up.

Planning Board report by Barbara. PB has been discussing the food truck project, Tideline Public House. They have been addressing parking and traffic issues but not waste management. Al will write letter to PB asking them to address it. Naomi will discuss with Michael Behrendt adding requirement/option to regulations for IWMAC to meet with developers regarding new projects.

### **DPW Report by Sam**

- During the winter we had to pay for Comingled Recycling, but the price is going down.
- Containers have been added at Transfer Station to take scrap metal. Items with 50% metal accepted. Residents should strip nonmetal parts as much as possible. Julie will write a DYK about this.
- NH the Beautiful Transfer Station sign going up this week!
- NRRA is offering 2 free sandwich boards, first come first served. Boards allow changeable message to be inserted. Sam will place order so we have them by Farm Day.

Julie reported on Recycle Right logo project with middle schoolers. She has been able to reach one child's parents for permission to use logos; Sarah O'Brien is reaching out to other 2.

Nell opened discussion of what our PR campaign will be for Recycle Right.

- Sandwich boards can be put in high visibility areas. Possible places: School entrances during parent-teacher conferences, high school and middle school gyms during games, Durham Public Library, Tideline Public House, Wagon Hill, Jackson Landing.
- Bumper stickers for town vehicles and to distribute to residents
- Use remaining IWMAC budget for this year to print inserts for sandwich boards. Sam will price all-weather signs and additional 2-sided A-frame boards.
- Leaflets to be left on recycle bins, with colorful logos.
- DCAT, in between meetings or special discussion.
- Town social media sites, with Craig's help.
- Banner over Pettee Brook or elsewhere (Library? Wagon Hill?) Use same logo design for banner and bumper sticker. Barbara noted that visuals need to be graphically consistent even when message changes.
- Our message will be Sustainable Durham/Recycle Right. Encourage other committees to use Sustainable Durham with their own message and consistent graphic design.

- Sally suggested printing postcards with the heading Sustainable Durham followed by a list of bulleted items highlighting each committees work/emphasis.
- How to handle logo? Sam suggested using online site that invites professional designers to submit designs.

We agreed to meet again on June 29, 8 am, at 5 Garden Lane

Minutes submitted by Naomi Kornhauser