

**IWMAC Meeting Minutes**  
**Durham Town Hall Council Chamber**  
**March 15, 2023, 8am**

In attendance: Nell Neal, Barbara Dill, Sally Needell, Susan Richman, Julie Kelley, Mary Caulfield, Naomi Kornhauser

Agenda approved.

Minutes from February 22 meeting were approved with minor change.

**Recycle Right and Composting brochures**

- Review of revised Recycle Right brochure with goals provided by Sam and Carden.
- Minor changes discussed for both brochures.
- Naomi gave Staples estimate for printing brochures – 100 for \$100, 250 for \$160, 500 for \$230. She will get new estimates from UNH and Staples for recycled paper without show-through. We will decide how many to print at next meeting.
- Naomi and Sally will send final brochure to Barbara for proofreading.
- We agreed both brochures should be available on town website.

**Reduce-Reuse-Recycle Poster**

- Naomi showed 3 versions of poster. We voted to select option C as our favorite, possibly with lighter orange color in Recycle box.
- Barbara questioned whether a poster with this much information is useful, and would prefer a simpler poster enticing people to come to Earth Day. We discussed whether the purpose of the poster is informational or to advertise Earth Day. To be decided at next meeting.

**Earth Day Plans – Progress report presented by Jim Lawson of Energy Committee**

- Energy Committee is planning outreach through social media and Friday updates.
- Sustainable businesses are welcome to participate and should be invited in Friday Updates. We can ask Freedom Café to make crepes.
- Displays planned about electric vehicles, solar panels, heat pumps, and geothermal energy.
- No signage has been planned to advertise event. Consider displaying banners made for the event prior to Earth Day, possibly on town hall. Could also look into using electronic sign board.

**Earth Day preparations to be done:**

- Nell will visit more businesses and discuss crepes with Freedom Café. Naomi will visit Echo and Mary will visit Topanga Canyon Vintage.
- Naomi will be responsible for bringing Swap Shop items.

- Susan will look into LED lightbulb display and UNH student involvement
- Julie will ask John Bromley about bringing worm bins.
- Mary and Julie are planning table about plastic bag use. They will email revised version of plastic bag pledge.

More Earth Day ideas:

- Sorting activities for kids with soil and recyclables.
- “Do Just One Thing” activity with pledge poster, cards, clothesline
- Make mirror hanger reminders to bring bags into store
- Schedule movies at library
- Ask Emery Farm or another local farm to host a planting activity
- Make “seedbombs”
- Mimic recycling with blender, sorting recyclables on paper conveyer belt.
- Create a "Where's Waldo" kind of large poster of the Gilford trash with contaminating items to find (could have an answer key for them to check, or a "Did you find...?");
- Next meeting, everyone have a blurb or two, to partner with the Energy Committee's announcements in Friday updates, so we can start to build IWMAC momentum for the event.

Next IWMAC meeting will be on Wednesday March 22.

Minutes submitted by Naomi Kornhauser