

Recycling Incentive Grant Committee Minutes
Tuesday, July 15, 2014

Present: Mary Jo Nosal, Leslie O'Connor, Sam Fuchs, Gary Yuknat, Lou Russo, Bob Gentile, Tom Gotowka, Jay Ranelli, Bonnie Reemsnyder
Guests: from DEEP Chris Nelson and Dan Macri. Natalie Starr of DSM joined the meeting at 5:30PM.

Selectwoman Mary Jo Nosal convened the meeting at 4:35pm.

Approval of Minutes

A motion was made by Louis, seconded by Gary to approve the minutes of June 25, 2014. Motion passed.

Survey

- Survey went live July 2 and the press release drafted by Leslie and Mary Jo is on the web site. Currently there are 197 responses, including results from the Sound View concert of 7/10. This exceeds the minimum goal of 100 responses.
- Bob will provide paper copies to Coffee's. Mary Jo dropped off paper copies and a poster to utilize the web site at the Reference area of the Library.
- Discussion: Chris asked how long the survey would be live. The Data Sub-Committee will need to assess the time line as we have exceeded the minimum goal. Relatedly, there was a discussion about getting data on number of households and population by gender.
- Gary noted that the survey is an invaluable tool and he notes that the majority of respondents are not interested in paying for their garbage removal.

Frequently Asked Questions

- Thanks to Tom, a possible list of questions for the web has been shared. The Education sub-committee is asked to review and prioritize the questions for the web.

Discussion

- There was much discussion on the merits of treating UBP as a utility but as it is viewed as a tax, there is a great need for education on this issue and recycling in general that the grant would be helpful for. Bonnie felt it was necessary to change how people view waste disposal.

- In response to questions on the grant, Chris said that three towns considered applying for the UBP grant but Old Lyme is the only town that did apply. Therefore, Old Lyme is the only town to have received the opportunity to receive a portion of the \$250,000 allocation in the first round of the grant. UBP can be shown to reduce municipal waste spending. Also, due to new state legislation, a new non-profit foundation "Recycle CT" is being established by the Legislature. This entity will provide recycling education materials and outreach for the State.
- In response to a suggestion that the problem should be defined and explained e.g. this as the best way to deal with waste because...and then costs applied, Chris agreed that it is an educational and economic concern. Dan also iterated the Committee's belief that educating the children on recycling will increase success at the house hold front.
- Louis shared that the Committee is focusing on education and then determining what enforcement is needed. Brenda questioned what should be done with something that one is not sure can be recycled. She provided an example of a helpful resource from MA, a dictionary of common house hold waste with specifics on how to recycle or dispose of it. Bonnie agreed that this level of education, kept simple and repeated, is key to increasing our recycling rate and decreasing trash. A suggestion was made to have a You Tube Video be made by the high school for the town web site and the hauler web site.
- Regarding enforcement, Natalie shared that a complaint, follow-up and violation procedure is advisable.
- Gary provided an example of the tags he used for recycling non-compliance. The Friday, July 4th holiday and resulting collection on Saturday did lead to collection problems. However, he feels that more education-enforcement is needed to clean-up the waste stream e.g. eliminate over size materials, brush and yard waste.

Counts from Gary

Average of 1 bag per blue can per week weighing 34.5 lbs.

Joint BOS/BOF Information Session with DSM

Natalie Starr of DSM will do a recycling presentation at a joint Board of Selectmen/Board of Finance meeting at 6pm on Tuesday, July 15.

Development Needs

- FAQs for web site
- Stickers for Enforcement
- Data gathering and evaluation.

Public Comment

None

Next meeting

Wednesday, July 30, 4:30pm

Adjournment

A motion was made by Bob, seconded by Jay, to adjourn. Motion passed.

Meeting adjourned at 5:43pm.

Mary Jo Nosal

7/18/14