

Recycling Committee Meeting 03-26-2015

Meeting called to order 07:07 PM

Attendees; Jamie King, Tessa David, Lee Davy, Mike Brady

Special collection events

- We started with a discussion on how to change the culture of the public who are not interested in recycling. Could there be more face to face interaction, it has been shown discussed that one on one interaction, talking and meet and greet opportunities have a positive impact on people and creates an engagement that some truly appreciate.
- Discussed and approved a Sports Collection and Swap event on June 20, 2015 at the Transfer Station. Determined that advertising this event should begin one month prior with flyers (tear away dates on them) posted at the Transfer Station Recycling bays, Groton Recycling Web site, Groton Free Stuff, and other various outlets that will be determined at our next meeting.
- Using our advertising plans listed in the Sports exchange we will encourage town residents to recycle Bulky Plastics and Textiles as an event on October 17th even though these can be recycled at any this at the Transfer Station facility.
- Discussed the Holiday Ornament and Toy Swap (December 12, 2015) as a way to reduce and recycle, this event was a success with the help of the Transfer Station Crew the last time it happened. Further discussion on this topic is needed; we will draw on results of our other planned events as a guide for these future planned events.

New business

- Earth Day discussion and whether the Recycling Committee should be part of an event in some way. Lee Davy brought up a tie in with Earth day .org (<http://www.earthday.org/>) as a starting point for a new direction with out-of-the-box thinking from our normal local activities. The committee is interested in this idea and learning more about how other ideas presented can be implemented.
- We also discussed a tie in with River Fest (June 7th) for 2015 and decided we could support a table with local information for a few hours that day.
- Updated the "Town of Groton" recycling flyer for distribution, Tessa David's work took the approach that less is more in this case. It contains all the pertinent details about the transfer station and recycling and has been updated with the new phone number (978-732-1900) which we tested.
- We determined that all the detailed information in the flyer which is included with purchase of the Orange Bags should be reviewed and updated if required.
- Updated the "Regional Hazardous" collection center flyer.
- Groton Fest participation by the Recycling Committee continues as in the past. Most of the committee felt this has been successful and will continue to encourage and promote Reduce, Reuse and Recycle to make Groton Greener.

Next meeting to be held April 16th.

Meeting adjourned at 09:17 PM