

ARC- March 2, 2017 Meeting Minutes - 7:30 - 9:15 pm Town Hall

Attendees: Paul Goldberg, Gordon Jamieson, Karen Einstein, Juli Brazile, Larry Slotnick, Ellen Callaway, Dori Mazor + Jim Ballin and Laura Kiesel (co-sponsors of plastic bag ban warrant article)

Everyone in attendance made a brief self-introduction. Paul Goldberg ran and managed the meeting.

Minutes of the February meeting were presented by Juli. They were reviewed and approved unanimously, without changes.

Single-use plastic bag ban Warrant Article

ARC members listened to a ten-minute presentation about the proposed plastic bag ban. This was followed by 20 minutes of both Q&A, which included Town Meeting advice by Gordon. Immediately following, ARC voted unanimously to officially support the Warrant Article, which will be presented to the Board of Selectmen on March 13, 2017. Juli has emailed with Jim and Laura the positive results of the Committee's vote. Paul would like to send a formal hard-copy letter to Jim and Laura as well.

Leadership and membership changes

Paul and Larry have offered to act as Interim co-chairs of ARC through the June 2017 meeting. There was no objection to this. At the June meeting, we will accept nominations for co-chairs going forward from June. Paul discussed and Gordon joined in regarding establishment of a system for having a Co-chairs, but with one person leading and the second in-training. The main idea is to develop new ARC leaders continuously, and have the Chair position be a 1-year rather than 2-year commitment.

Dori Mazor accepted a nomination to join ARC. A vote was taken, and it was unanimously in favor. Dori will assume the current ARC vacancy and will thus have her 3 year term expiring in 2020.

Juli asked all members to send her an email with their name, as they wish it to appear on the Town's website, and their residential address so that she can present them to the Town Moderator. When approved, the Town Moderator will officially appoint Paul, Larry, Karen, Ellen and Dori to ARC. These members will visit the Town Clerk to be sworn in.

Larry distributed a printout of the Arlington Recycles google group as well as current ARC members and their term expiration. How do we make better use of the google group?

Gordon suggested that after the June ARC meeting he will likely resign his ARC membership.

Intermission for congratulatory chocolate cake celebrating both Juli's and Gordon's chairperson service to ARC for many, many years. Thank you for arranging this Paul.

Discussion of goals and strategies

Paul started by stating the obvious...which is that ARC's primary mission is to reduce the amount of solid waste produced in Arlington, and, to have increasing percentages of the solid waste diverted to recycling. So, we educate, educate, educate the citizens, starting with school-aged kids. All agreed.

Larry continued the discussion by reviewing ARC's 2016 activities and accomplishments. These include:

- Writing and publishing a series of articles for a new Advocate column called Recycle Right. Larry thanked Juli for spearheading this effort, and he presented a printout of Juli's tracking Google spreadsheet showing 2016 and 2017 efforts.
- Related to this was a brief mention of articles developed by ARC members and others that get placed on the Town's website. We have anecdotal evidence that these are some of the best-trafficked pages on the Town's website. We want to quantify and understand this self-education behavior by Arlington residents. Are we not getting the message out through channels where we should be?
- ARC's volunteer support to Charlotte related to the monthly Recycling Centers has been invaluable. The RC probably could not function as smoothly as it does without this support. Juli and Jeremy Marin have been trained as Managers of the RC. This gives Charlotte flexibility. The RC has enabled DPW to eliminate the Fall CCD. ARC provides significant volunteer support to the Spring CCD.
- ARC now does full tabling (instead of being attached to DPW) at Town Day every September, and provides its own staffing. We learn a lot through this direct contact with Arlington residents.. More about this later.
- ARC has supported Recycled Beauty art projects by Ellen Calloway that have drawn much public awareness to the beauty of trash!
- ARC met with DPW Director Mike Rademacker in Fall 2016 to discuss strategies to increase recyclables diversion at curbside. We've also researched blue bin and blue barrel bulk purchases and subsidies.

Discussion of 2017 strategies centered around building internal organizational structures around Outreach. Outreach is vital, and is necessary at two levels: One level, of course, is outreach to the general public. We currently reach the public via the Advocate, Town website, and key events like Town Day, RC, and EcoFest.

We also need ongoing outreach to find and recruit ARC members, associate members and event volunteers. This is more person-to-person word-of-mouth outreach. (See Teambuilding below.)

Juli suggested that we consider how to use the content we have through different/multiple channels. We have Recycle Right columns that could be shared on the Arlington List so they reach more people. Gordon chimed in about the Uncle Sam reusable grocery bags. He will connect with Charlotte about the current inventory, and the cost for a re-order. Paul suggested that we consider sub-committees or subgroups within ARC for Outreach, and that it should be a primary topic for the April meeting. There was agreement with that.

New Business - 3 agenda items

MassRecycle's annual R3 conference is Monday March 27th in Framingham. Several ARC members would like to attend, and we voted a budget of \$360 to pay for up to 6 - \$60 registrations (Gordon and Juli said they could not attend.) Larry will coordinate with Charlotte regarding registering ARC members with the Town's discounted rate.

ACMI has offered ARC a complimentary group membership, thanks to Charlotte for arranging this. ARC can have up to 4 individuals participate and receive training and enjoy use of ACMI's facilities and expertise in producing educational recycling videos. Rebecca Sacks is interested in this, and Larry will spearhead recruitment of others.

We discussed the traditional Summer recess for July and August. We considered that Town Day occurs in mid-September, that Arlington receives many new residents in September, the school year starts in September. So, an August meeting is probably a good idea to plan outreach campaigns for an early Fall launch.

Team-building: ARC team-building is important. Field trips such as the R3 conference, visits to facilities such as GreenWorks, even CCD and RC are team-building opportunities. We also discussed sharing snacks or fancier food at monthly ARC meetings to foster team-building.

Wrap up: Paul wants to conclude every ARC meeting by asking attendees to chime in on how the meeting went. The general consensus was that we stayed on topic and that Paul ran a good meeting

Meeting was adjourned at 9:15, and additional "thanks yous" and acknowledgements were made to both Juli and Gordon. Pete Howard's service to ARC over the years was also acknowledged in his absence. Pete will likely not be continuing as ARC's note-taker and at-large contributor. Gordon pledged to visit Pete with a large wedge of the delicious chocolate cake.