

City of Franklin, NH
Ad-Hoc Education & Community Outreach Committee
For Single-Stream Recycling and Trash Collection
Meeting Minutes
11/12/2009

Committee Members Present: Delaney Carrier, George Dzujna, Marie Rabinowitz, Scott Clarenbach, Craig Shufelt
Others: Danielle Barber, Mike Caponera

Next Meeting : Wednesday, Dec 2, 6:30pm @ the Franklin Public Library
Agenda: BRS 12/17 event presentation work-session

Meeting called to order 6:30PM

Approval of minutes Approve minutes of October 28 meeting:

- Motion to approve w/o changes by George Dzujna
- Seconded by Craig Shufelt
- Passed Unanimously

Other Business

1. Representation from the school community: Danielle Barber attended the meeting again. She will fill out a committee appointment application and be appointed as an official member of the committee. Jay Bowers will communicate with the school board to help get a top-down directive for school cooperation with the recycling efforts.
2. Review of City Legal Council feedback on Solid Waste Ordinance: joint legislative/MSD committee meeting help 11/12 to review and incorporate the feedback. The committee will move to have the City Council adopt the updated ordinance at the regular December City Council meeting.
3. Review of Transfer Station Guidelines – Comments
 - a. CPU's/Printer/general computer equipment is listed under "NON-FEE-ITEMS" on page 3 and then under "Electronics ... collected for a disposal fee" on page 5 which is a conflict
 - b. Page 6: Water Based / Latex Paints are described as being accepted "at the compactor hopper" which needs to be changes to "in the Rolloff Containers designated for Normal Trash"
 - c. Page 6: Fluorescent Tubes and Bulbs – ALL must be Recycled, whether they are intact or broken.
4. Other Questions for Brian Sullivan:
 - a. Can we start implementation at the schools 1st/early?
 - b. Can we look into accepting plastic bags/films at the transfer station? Use the grocery store program.
 - c. Additional non-single-stream avenue (as seen in Goffstown) - www.gotbooks.com – bin similar to clothing recycle bin, but for books, cd's, etc.

- d. Kiosk: is this still pertinent and in the pipeline?
- e. Final education campaign: We need to get the plan established very soon and determine what the city will do versus what the Recycling Committee must specifically handle (including finding business partners)
- f. Future use of the current Recycling Building at the Transfer Station - suggestion is to keep this as a recycling building for the non-Single-Stream items such as: Clothing Bin, Books/CDs/etc bin, Plastic bags and films bin, Batteries (rechargeable and alkaline), printer ink cartridges (for the schools)
- g. "Gate Keeper" at the Transfer Station: how will we control / enforce mandatory recycling? A check-in point is recommended where an attendant will direct permit holding traffic to designated areas based on the contents of their load.

Phase II Education Program

1. Schedule Presentation Teams for Upcoming Events
 - a. Harlem Superstars Basketball – Nov 17 – 6-8pm @FMS – Marie and George
2. Continued Visibility efforts
 - a. PTO's, Boosters and School Board –
 - b. coordination at all schools – (George)
 - i. PSS – George is still working out a meeting time
 - ii. BRS: 12/17 presentation date – 1-2:20pm – 4x groups of 50
 1. We will have ~15minutes with each group
 2. Participatory – "bag-lady" competition – minimum 5 bags
 3. Talking points – ex: it takes 100(?) plastic soda bottles to make a fleece vest.
 4. The teachers group will have feedback for us prior to our next meeting
 5. Focus of the next meeting will be to flesh out the presentation
 - iii. Coloring book for PSS/BRS students – sponsored by Piper Printing – Craig will look into cost and production. George will get student counts.
 - iv. High school –
 1. YouTube video contest. Marie has made contact with Ms. Subocz – Computer Tech teacher
 2. Suggest Recycling theme for Winter Carnival (Danielle)
 - c. Other Civic Organizations – list review TBD
 - d. Distribution of Fliers @ Public Spaces –
 - i. City Hall has fliers. Need some at the Library
 - ii. Special edition Fliers are being printed for distribution at the Chamber of Comm.
 - iii. George has places fliers at Central Street Businesses. Working on getting them into Hannaford
3. Educational Materials
 - a. Alternate Recycling Avenues (Delaney)
 - b. FAQ sheet – Mike will work on a first draft

- c. Expanded booth/table display board – display examples of the items on the recyclables list (Marie)
- d. Scott is working on the list of Recyclable items and we reviewed some initial issues.
- 4. Promotions Schedule, Budget, & Community Partners – to do: set time table and flesh out.
 - a. Prize sponsors for school projects or competitions
 - b. Banner for Downtown (Sponsor?)
 - c. Mailing w/ Recycling Flier, X-fer Station changes, Alt Recycling Avenues, and letter describing how the program works (City of Franklin)
 - d. On-line video demonstration / YouTube contest for students
 - e. Garneau’s Sign
 - f. Bin Stickers – for use at distribution – a plastic hanger will be in each bin @ distribution; the city can insert its own materials
 - g. Fridge magnet (FSB has offered – Sarah Stanley)
 - i. Pre-req. info: web-address, call in phone #
 - h. PSA’s – radio
 - i. Nassau Broadcasting has offered – Larry Hennessy
 - ii. Fred Caruso has agreed as well
 - iii. Begin working on scripts for 15 and 30 second spots
 - iv. Potential voices: Leigh Webb
 - v. Kids Jingle contest?
 - i. News stories (print, radio, and TV) – ask Choose Franklin communications committee for help.
 - j. Phone # w/informational msg describing how to use the new bins, recycle, etc
 - i. Several minutes long
 - ii. For those w/o internet, etc
 - iii. Low cost
 - iv. Spare line in existence at Opera House?
 - k. Approach School Board for use of the “Contact all student’s parents” phone system for a recycling announcement.
 - l. Get Recycling Fliers / Info into students “Friday Packet”
 - m. Utility bill stuffer for 03235 zip (PSNH) – Mike C. to investigate
 - n. Rocky Raccoon coloring book (ProForma Piper Printing)

Meeting adjourned 7:45PM