

City of Franklin, NH
Ad-Hoc Education & Community Outreach Committee
For Single-Stream Recycling and Trash Collection
Meeting Minutes
10/28/2009

Committee Members Present: Delaney Carrier, George Dzujna, Marie Rabinowitz, Scott Clarenbach

Others: Annette Andreozzi, Danielle Barber

Next Meeting : Thursday, Nov 12, 6:30pm @ the Franklin Public Library

Agenda: TBD

Meeting called to order 6:30PM

Approval of minutes Approve minutes of October 7 and October 14 meetings:

- October 14 minutes amended to state that Annette Andreozzi was asked to be sure that the comments from the committee we represented at the joint committee meeting on Monday, October 19, as public comment was not scheduled to occur.
- Motion to approve w/ changes by George Dzujna
- Seconded by Marie Rabinowitz
- Passed Unanimously

Other Business

1. Representation from the school community: Danielle Barber, a freshman at FHS and student council member was in attendance and indicated that she would like to become more involved with the committee. Jay Bowers has been communicating with the school board to help find a school staff member to become involved.
 - a. Danielle task: how do we approach the High School students?
2. Delaney met with Brian Sullivan on Friday, Oct 9 for general updates and updated the committee on the discussion.
 - a. Questions for Brian:
 - i. Can we start implementation at the schools 1st/early?
 - ii. Can we look into accepting plastic bags/films at the transfer station? Use the grocery store program.

Phase I Education Program

1. General: Phase I has concluded and we are now ramping up our presentation materials for Phase II.

Phase II Education Program

1. Schedule Presentation Teams for Upcoming Events
 - a. HS Football – Nov 7 – 1-4 pm – Scott and Marie
 - b. 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. BRS: 12/17 presentation date – 1-2:20pm – 4x groups of 50
 1. Participatory – “bag-lady” competition – minimum 5 bags
 2. Talking points – ex: it takes 100(?) plastic soda bottles to make a fleece vest.
 - ii. High school –
 1. YouTube video contest (Ms. Subach (?)) – 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. Transfer station needs more fliers and some signage (kiosk?)
 - ii. Hannaford, city buildings, Opera house, Laundromat, etc (George)
3. Educational Materials
 - a. Alternate Recycling Avenues (Delaney)
 - b. FAQ sheet
 - c. Expanded booth/table display board – display examples of the items on the recyclables list (Marie)
 - d. Revisit the list of Recyclable items from Goffstown (Scott)
4. Promotions Schedule, Budget, & Community Partners
 - a. Prize sponsors for school projects or competitions
 - b. Banner for Downtown
 - 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
 - e. Garneau's Sign
 - f. Bin Stickers – for use at distribution
 - g. Fridge magnet (FSB has offered – Sarah Stanley)
 - h. PSA's – radio (Nassau Broadcasting has offered – Larry Hennessy)
 - i. Ask Fred Caruso as well
 - ii. Begin working on scripts for 15 and 30 second spots
 - iii. Potential voices: Leigh Webb
 - iv. Kids Jingle contest?
 - i. News stories (print, radio, and TV)
 - 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?

Meeting adjourned 8:00PM