

**CITY OF BEVERLY
WASTE REDUCTION COMMITTEE**

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Meeting Minutes

Thursday, March 3, 2022 at 6:30 PM
Beverly Public Library, Sohler Room

2022 JUL 28 A 8:37

Call to order: 6:34 p.m. The meeting began with introductions.

Committee members present: Susan Higgins (Chair), Sandy Burgess, Nancy Dillon, Toni Musante, John Swain, Lisa Willwerth

Committee members absent: Joyce Herman

Invited participants and guests: Amy Henderson, Erina Keefe, City Councilor At-Large Hannah Bowen

Review minutes for February 3, 2022 meeting

Willwerth moved to approve the February minutes; Dillon seconded. The motion carried (5-0-1); Musante abstained.

Reuse and recycling research – local options for items not collected curbside

The deep dive into research topics is two-fold: (1) to update the City/BWRC website with more information about how/where to reuse, repurpose, or recycle these items; and (2) for a waste reduction/recycling display at Green Beverly's meeting space in the Cummings Center with QR codes directing visitors to the City/BWRC website. The theme for this display is based on "How Low Can You Go" as well as a quote from Annie Leonard, creator of "The Story of Stuff," who said, "There is no such thing as away. When we throw anything away it must go somewhere." A graphic designer is volunteering their time with Green Beverly to help create the displays, and BWRC members will help research these types of items people often ask how to reuse/recycle:

- | | |
|--|---|
| a. Books – A. Henderson | l. Rigid Plastic |
| b. DVDs/VHS and other Media – A. Henderson | m. Styrofoam |
| c. Film plastic/wrap – S. Higgins | n. Scrap Metal – T. Musante |
| d. Textiles – S. Burgess | o. Plastic Beer Can Carriers – J. Swain |
| e. Toys/Games/Puzzles – L. Willwerth | p. Wine Corks – N. Dillon |
| f. Household Items – L. Willwerth | q. Plastic Plant Pots/Trays – N. Dillon |
| g. Electronics | r. Chip Bags |
| h. Lightbulbs – S. Higgins | s. Hazardous Waste |
| i. Batteries – S. Burgess | t. Eyeglasses |
| j. Paint – J. Swain (oil paint) | u. TerraCycle – off the list for now |
| k. Shredded Paper | v. Black Plastic Takeout |
| | w. Other? |

For this first round Higgins recommends finding local places who accept/reuse the materials, and Henderson emphasized visiting local places because calling to inquire does not always yield accurate responses based on who may answer the phone. Some initial places to query include the [City's FAQs on recycling](#), [MassDEP's Recyclopeda](#), and [Beyond the Bin](#). A second step involves what does the place do with the materials, turn it into, where does it go? Example: at the Styrofoam event, the vendor shared the materials go to Canada where they are turned into walls that are put into walk-in freezers.

Higgins may create a Google Spreadsheet for everyone to work collectively to identify places/ways to reuse, repurpose, and recycle the materials. Keefe stressed taking pictures while visiting a location, especially of collection bins, and including explicit directions on where to bring the materials within a location.

EarthFest – Sunday 4/24, 1-4pm

Keefe is working with Green Beverly, thrilled to see the origami cups Henderson brought to the meeting, and the event will be a lot of fun. Salem Sound Coastwatch, Change is Simple, Kestrel, and more will have stations including erosion walk/tidepools, birdwatching, EV demo/car show, home energy station, music, food, and drinks; and she appreciates the planning help from Henderson and Julia Long at Green Beverly, as well as the sign research from Willwerth.

Henderson's station will be next to BWRC and will involve compost, pollinators, programs for young kids, and plarn (plastic-yarn from newspaper bags to knit/crochet/weave). Victoria Hackett will have programs for young kids, Katie the Monarch Lady may have more information on pollinators, and Henderson plans to recreate the circle for people to see: food → compost → planting (oregano and thyme seedlings in recycled toilet paper roll bins). Kids can plant butterfly milkweed (large seed) in paper origami cups to take home, and Higgins is reaching out to Yarns on the Farms to see if they know crafters who would like to demonstrate making plarn (fold newspaper bags into quarters, cut into strips, and then loop the strips together), and knitting/crocheting with plarn next to the BWRC table.

Keefe shared that as it's intended to be a zero-waste event, and Lynch Park is carry-in/carry-out, she would like any input on incentivizing and marketing for people to bring all their own materials (water bottle, utensils, eating dish, etc. so people don't need to take compostable containers from food trucks, etc.). Would BWRC donate raffle items related to sustainability and waste reduction, to support a raffle where people receive punches/tickets/chances for sustainable actions (BYO cutlery, biking to the event, etc.)? Members discussed approximate costs for a one-year subscription to Black Earth curbside composting, one backyard composting bin,¹ gift certificates to Unpacked Living, gift certificate/credit for the Beverly Farmer's Market, and/or EcoBrick bench. Swain will contact Councilor Rand to inquire about credits to the Farmer's Market. Dillon moved to spend up to \$350.00 for giveaway incentives for EarthFest and to spend the money on the items themselves; Swain seconded. The motion carried (6-0).

¹ The City can earn 2RDP points to use towards grants later in the year for making backyard compost bins available to residents for \$25 (retail value ~\$90). Aubuchon Hardware would sell them, and Keefe is following up with other municipalities who offer discounted Earth Machine compost bins for backyard composting. The program will not likely be in place in time, so this prize might be purchased at full price.

Willwerth shared that she spoke with former Councilor Flaherty, and he has a truckload of signs he is happy to donate (some wooden, and some metal with corrugated cardboard). Former Councilor Guanci may also have some, but got rid of most of them. Members shared ideas for other sources of political signs, but there was a general consensus that a truckload should be enough. Members volunteered to stick new signs for EarthFest onto the repurposed political signs at a meeting or as a separate social event. Willwerth priced examples for sandwich boards as well, and Keefe confirmed she can likely buy the boards. Higgins shared BWRC has plenty of aprons that say “Beverly Recycles,” and Keefe suggested printing a new patch if they would prefer to rebrand them with BWRC rather than ordering additional aprons. Higgins will follow-up with City Solicitor’s questions about a BWRC logo, and Keefe has a laminated city seal with “Beverly Waste Reduction Committee” and recommends BWRC use a tagline underneath to display on a tablecloth for EarthFest. Designing/finalizing a logo would not likely be complete in time to order a custom tablecloth before the event.

Higgins echoed the need for CICO/BYO messaging – sharing that LobsterFest generates so little trash, and the bulk of it is stuff people bring from home (diapers, pet waste, wrappers, etc.). Normally for CICO people would take it home, but they see a waste station and throw it away instead. So she agrees it’s an important message to work into the event marketing.

Other City updates and discussion items

- Black Earth will charge \$20 to pick-up a third occasional-use tote, to be scheduled as needed.
- Styrofoam – Keefe spoke with Guglielmi about the cities of Beverly and Salem offering the Styrofoam pickup event twice a year using the same model as last time and alternating between the cities to host. They suggest the second Saturdays in January and June, to help promote saving Styrofoam from holiday gifts. The events would be 3 hours and would include access to a building for restrooms and to warm up if needed. Everyone was excited for this to become a regular event.
- Bans – moved to the next meeting for time; the State has a lot of new material bans effective November 2022 (mattresses, textiles, food waste limitations)
- Polystyrene – a constituent is eager to ban polystyrene (serving Styrofoam in restaurants), so they are revisiting the draft measure that was ready to roll-out right before Covid. A Green Beverly intern was examining the per unit costs for takeaway containers, and whether the leap to compostable material versus black plastic containers. No one recommends banning black plastic containers without more research – possible scanner technology will improve, whether it is black because it’s made with recycled materials, people wash and reuse the containers at home, etc.
- School composting – more at the next meeting for time.

- Compliance Position – reposted on the City website as they’re not receiving many resumes. Keefe will share the job listing for people to share with their networks to help locate applicants.
- Buy Nothing may have its own app – thinking about organized citywide ways to give away or repurpose items that still function well to neighbors.
- People often ask – what can I do to fight climate change / be more sustainable? Especially thinking in terms of rising environmental science students, how can people communicate the entrepreneurial needs for the region? For example, there is no local glass processing facility – looking for help communicating possible life directions, and highlighting unmet needs within our community/region.
- Salem’s repair café is scheduled for next Saturday, March 12th from 9am-12pm at the Community Life Center. They will have sewers, menders, repair technicians, and Keefe recommends visiting, while you need an appointment to bring items you can also just stop by to see how the event works.
- Electronic Waste – Salem offers quarterly e-waste collection, Keefe asked whether the BWRC would like a regularly scheduled e-waste event. Higgins confirmed BWRC used to have an annual event in early May, and they scheduled an event for May 2020 that was cancelled due to Covid. They did not organize an event in 2021 due to Covid. Higgins will let the group decide, and personally recommends the City host the events staffed either with City employees or contracted to a company as Salem does. The event includes a lot of logistics Higgins used to coordinate: booking a school parking lot; coordinating with the high school football team for volunteers; picking up traffic cones from the Council on Aging in a truck, displaying the cones, collecting and returning the cones to the Council on Aging; obtaining enough cash in low bills to make change at the event, verifying the amount of starter cash with another volunteer, and reconciling funds at the end of the event; bringing the funds to deposit the following weekday, etc. Keefe received a cold call from Junk Luggers (new sustainability-focused junk hauler), who offered to hold an e-waste event in exchange for advertising, but the City would need to put out a request for bids if they used a contractor for these events.

Old business and miscellaneous items

None.

Upcoming events

- March 8, 2022, 4:30 PM – Sustainable Marblehead – Ecobricks and Their Uses with Nathan Gray, Project lead at EcoBrick US
- March 10, 2022, 6 PM – Cabot Cinema – Coastal Communities Talk Water, hosted by Green Beverly (free)
- March 26, 2022, 9 AM – 1 PM – 54 West Dane Street – Electronics Recycling, hosted by Beverly BSA Scouts Troop 49 (see flyer for pricing)

- March 31, 2022, 6 PM – 7:30 PM – Open Meeting Law training through the City
- 2022 MassRecycle Conference & Trade Show (Virtual) 3/31 & 4/1
- Household Hazardous Waste 4/23
- EarthFest 4/24

Other updates and discussion items by Committee members

Higgins will draft descriptions for the remaining two open volunteer positions (data metrics/analysis and social media) for Keefe to advertise the openings. Keefe suggested a college student from Montserrat/Endicott may be willing to commit to helping with social media for a few years while in school, etc.

Adjourn: Swain moved to adjourn; Dillon seconded. The motion carried (6-0) at 8:38 p.m.

NEXT MEETING:

April 7, 2022 at 6:30 PM

Location: Beverly Public Library, Sohler Room