

**CITY OF BEVERLY  
WASTE REDUCTION COMMITTEE**

**DRAFT Meeting Minutes**

Thursday September 14, 2023 at 6:30 PM  
Beverly Public Library, Sohler Room, 32 Essex Street

CITY OF BEVERLY  
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2023 OCT 31 A 8:53

**Call to Order:** 6:34 p.m.

**Committee members present:** Amy Henderson (Chair), Bonnie Dean, John Swain, Sandy Burgess, Lisa Willwerth

**Committee members absent:** N/A

**Invited participants and guests:** Linzy Bailey, Hugh Howard, Amy Murphy, Barbie P., Anne Paskey, Julia Work, Benjamin Hacker, City of Beverly Director of Sustainability Erina Keefe, City of Beverly Sustainability & Resilience Project Manager Ibrahim López-Hernández

**Review minutes July 6, 2023 meeting - VOTE to approve**

Willwerth moved to approve the July 6, 2023 meeting minutes as drafted; Swain seconded.  
The motion carried (5-0).

**Review revision to minuted from February 2, 2023 - VOTE to amend**

Vote to amend minutes to fix typo to change 2022 to 2023. Swain moved to approve February 2, 2023 meeting minutes as amended; Willwerth seconded.  
The motion carried (5-0).

**Administrative Updates and Status Reports**

- Update on new Committee member status: Henderson invited a potential new member, Julie Brownell, to apply to the Committee; Henderson has not heard if Brownell has applied yet or if she continues to have interest in applying. Hacker expressed interest in applying to the Committee, he has not started the application process yet.
  
- Discuss Summer Internship and results - VOTE on approval of \$165 Invoice: Summer intern, Grace Bell, completed her internship producing: 9 posts for Instagram, 8 cross-posts, updated WRC Facebook cover photo, and went beyond the original scope to create educational table tents for Lobsterfest. Bell invoiced \$165 for her 11 hours of work. Bell increased WRC presence on social media resulting in a 20% increase in followers (439 to 535), increased account engagement by 20%, and reached 88.9% more accounts. The top posts created by Bell were posts reporting on Lobsterfest, the Library of Things, and textile recycling bins. Swain inquires if Bell can continue her internship through the fall, Henderson advises that she could if WRC only requires two posts a week.  
Swain moved to approve the motion to approve payment of Bell \$165 invoice; Burgess seconded.

The motion carried (5-0).

- **Fall Internship - VOTE on engaging intern, scope of work and payment:** Henderson would like fall intern to take on social media management (1 or 2 posts a week) and also perform substantive work creating educational materials (more poster signs talking about waste reduction, why important to recycle, and other substantive educational materials). Henderson advises she would like to retain a local intern (student from Endicott or Beverly High School) and also is open to a Committee member taking on this role. Dean volunteered to take on the “intern” duties on her own without the assistance of an intern for a month and revisit whether to engage an intern at the October meeting.  
Vote tabled until October meeting.
- **Budget Update:** No budget update.

### **Meeting and Event Reports**

- **Lobsterfest:** The event was really successful! WRC collected sixteen 96-gallon totes of compost, one ClearStream of plastic wrapping, 3 ClearStreams of returnables (including Beer Garden), 2 ClearStreams of non-returnable recyclables, the equivalent of 4 large totes of cardboard, and the Terracycle bin was partially filled. WRC made \$30.82 on returnables. Lobsterfest reported feeding 2,000 attendees. Lobsterfest only produced one bag of trash. Unfortunately, the following day, City officials informed WRC that Republic took the non-returnable recyclables as trash despite the recyclables being placed in the recycling section (apparently, the driver did not realize the bags were recyclables). In the future, WRC will ensure someone is there to ensure recyclables are properly taken away or will empty the recyclables from the bags into the recycling dumpster. Zarella campaign arrived with non-compostable popcorn containers; Julie DeSilva of Green Beverly advised him that he needed to take back the cups and get rid of them on his own.

### **Upcoming Events**

- **Green Beverly Tent at Farmers Market** (September 18, 2023, 3 p.m. - 7 p.m.) Henderson, Dean and Swain to attend.
- **Tour of Greenworks MRF** (September 21, 2023 at 2 p.m.) WRC has reserved one spot, Hacker and Work expressed interest in attending, Henderson will confirm. Keefe reported that the City may also be able to offer spots for tours of Greenworks MRF in the future.
- **WIN Waste, Saugus, MA** (Date TBD) Green Beverly is attempting to plan a tour of the WIN Waste facility in Saugus, Henderson collected the names of interested persons to send more information.
- **Fixit Clinic at Beverly Farms Library** (October 21, 2023 12 p.m. - 3 p.m.) WRC to consider creative ways to find tools and funds for Fixit Clinic (Library of Things, encourage coaches to

bring their own materials, etc.) <https://fixitclinic.blogspot.com/>. WRC discussed potential future Fixit Clinic events, to be further discussed and planned at the October/November meetings.

- Pumpkin Smash at New Entry Farm (November 5, 2023 tentatively scheduled 12 p.m. - 3 p.m.) Last year the event had 1,800 attendees, beer vendors, food vendors, and a band. Takeaways from last year's event include that the event needs to conclude by 3 p.m. to ensure folks are not cleaning up in the dark, and there needs to be a second waste station near the exit. WRC agreed to have two waste stations. The goal is to make the event as zero waste as possible, Green Beverly will send a letter to all vendors to bring only certified compostable materials. WRC to discuss in detail what educational/entertainment piece they want to have at the event.

### **Other Updates and Discussion Items by Committee Members**

- Green Beverly Waste Station: Green Beverly asked to borrow WRC ClearStreams and signage for their annual volunteer appreciation event at the end of the month. Henderson stated she okayed this use.
- New Member Document: Willwerth has began to create a new member document for incoming WRC members. Henderson encourages everyone to send any ideas for the document (acronyms, people to know at City Hall, resources, etc.) to Willwerth for inclusion in the document.
- RDP Grant Application Review: Karen Cotter has asked WRC to review the RDP Grant Application to see if there is any "low hanging fruit" for next year. Swain agreed to review the document.
- WRC Website Review: Karen Cotter suggested updating the WRC City website, Henderson agreed to take on this project. Send recommendations and ideas to Henderson.
- WRC Guest Speakers: Sabrina Auclair, founder of Unpacked Living, is scheduled to speak with WRC in November. WRC discussed potential other guest speakers including someone from Republic Services, someone to discuss what is happening at the schools, and Bailey to discuss her worm composting. WRC further discussed the possibility of having separate events for speakers and also using speaker content for social media posts.
- Paper Shredding Event: Henderson received an email from Beverly Senior Center to see if WRC will co-sponsor a shredding event tentatively planned for October (offer funds for a certain amount of hours or a certain amount of money). WRC to wait for further information from Beverly Senior Center before bringing issue forward for a vote.
- Massachusetts Product Stewardship Council Meeting October 24, 2023 at 1 p.m.: Dean attended the July meeting, Henderson would like a member of WRC to attend the meetings going forward. Henderson will attend the October meeting if no one else is available.
- Biden-Harris Invest \$100 Million in Recycling Projects: <https://www.epa.gov/newsreleases/biden-harris-administration-invests-more-100-million-recycli>

ng-infrastructure-projects#:~:text=WASHINGTON%20%E2%80%93%20Today%2C%20the%20U.S.%20Environmental%20recycling%20investment%20in%2030%20years.

- Miscellaneous Discussion:

- Swain requests information on the next styrofoam recycling event, the next one likely after the holidays in January 2024.
- Discussion on scheduling of October meeting, possibly need to cancel due to scheduling conflicts.
- No enforcement officer at this time, someone has accepted certain duties, but the City has not filled the position.
- Discussion of working on a document to encourage zero waste at neighborhood events around the City (non-park events).

**Adjourn:** Swain moved to adjourn; Dean seconded. The motion carried (5-0) at 8:07 p.m.

**Dates to Remember:**

**September 18, 2023 3 p.m. - 7 p.m. Farmers Market**

**September 21, 2023 at 2 p.m. Tour of Greenworks MRF**

**October 21, 2023 12 p.m. - 3 p.m. Fixit Clinic**

**November 5, 2023 12 p.m. - 3 p.m. Pumpkin Smash**

**NEXT MEETING**

October 16, 2023 at 6:30 p.m.

Location: Beverly Public Library, 32 Essex Street, Sohler Room