

**Rethink, Reduce, Reuse, Recycle**  
**October 21, 2009 6:00 PM**

**Members Present:** Blanche Davidson, Ross Nason, Elery Keene, Shawn Webber, Geoff Hill

1. The meeting began after a one-hour composting presentation by Geoff Hill that was attended by four community members and one interested staff member. Nine community people attended the first presentation on Sunday. The next presentation is Saturday at the Waterville Library. A man from Madison will bring some visual aides to this presentation.
2. Open Invitation from RR2 to show *The Story of Stuff*.
  - RR2 will do this as a public service on Saturday. They will open early for this.
  - Needs promotion/ contact Tom Longstaff
  - RR2 will advertise it as well.
  - Target audience: general public/don't want to preach to the choir
  - Distribute brochures for Sustain Mid-Maine
  - Date: Saturday before & after Maine Recycles Week (Nov. 7 & 14)
  - Lunch time?
  - Maybe be slightly more effective if shown numerous times, but more "bang for the buck" to have one major showing
  - Having multiple showings gets more people talking about it
  - Find a sponsor for free popcorn
3. Assignments for the above:
  - Ross: RR2 manager & paper
  - Geoff: sponsor for free popcorn
  - Ross: provide an overview of the movie
  - Shawn will try to get sponsorship.
  - Linda: get testimonials to Geoff & Shawn (shawnwebber1955@gmail) (Eric? Mike? David Gulak? ) 2 -3 sentences from Catalyst people Suggest the comments, "Make it real and apply to the populace."  
(geoffrey95webber@gmail.com 314-5671)
  - A discussion ensued about not preaching to the choir; so therefore, the publicity shouldn't just be "green." Maybe the message should be similar to this: "Great free movie & popcorn. Check it out!"

The next meeting is Wednesday, November 4 at 5:15 in the Conference Room.