

Annual Meeting 2012 Brainstorming Notes

Transportation Team

- Establish bike routes
- Connect to a park & ride
- Use Colby student drivers to staff a bus to downtown
- Establish a bus route from Colby to local elementary schools (to assist with the mentoring program)
- Connect the bus route to Thomas College

Education Team

- Add Alder Stone & Jim Murphy to the contact list
- Alder will offer a Gaia workshop
- Have Alder offer a presentation at the state science teachers' conference
- Get local officials to attend presentation
- Make the language on the posters easy to understand
- Educate teachers through staff meetings
- Offer teachers recertification credits for learning about key environmental issues
- Organize a teachers' group
- Have John Joseph make a connection at Thomas College
- Emphasize the consequences through "fear" tactics

RX4 Team

- Mayor Heck encourages the RX4 Team to attend a City Council meeting to voice their concerns (most specifically to establish curbside recycling). The press is always at these meetings.
- Schools need help with composting.
- Need street signs to direct people to the Skills Recycling Center
- Encourage state legislators to push for funding for recycling
- Educate Winslow of further recycling for WTVL signage
- Create Swap Shacks at all transfer stations
- Mayor Heck invited people to like the Karen Heck official page
- Teach school custodians about recycling
- Lyn Rowden of *The Townline* encouraged team leaders to contact her. townline@fairpoint.net or singhawk@my.fairpoint.net

Local Foods Team

- Mary (Hall St. Garden) needs technical support for insect control
- Contact the Muskie Center about local gardeners' growing food for people in need

- Encourage public schools to serve more local foods (The original SMMC vision statement says “Eighty percent of food served in schools needs to be locally grown.”)
- Check out the “Farms 2 Schools” program in MN

Energy Team

- Be careful of economic development (i.e., managed growth)

Fund raising

- Seek foundation grants
- Charge for trash disposal and use the money to fund recycling (i.e., a user fee)
- Hold an auction
- Ross mentioned that municipal cooperatives save money. These require memberships.
- Have an event with music & beer
- Karen Heck volunteered to help.
- Contact other organizations (which Karen can help to do)
- Create a needs’ list with specific goals
- Create an automatic deduction opportunity (like MPBN’s Evergreen Fund)
- Target donations for a specific activity
- Put signs with SMMC logo at bus stops, on e-mails, letters, and posters for events
- Hold a benefit concert at a huge place (with Bon Jovi)

Volunteer Recruitment

- Combine recruitment with bag distribution
- Have a book of SMMC members’ addresses & phone numbers
- Have Melissa recruit Barrels volunteers
- Contact the 4 area high school guidance counselors with “Volunteer opportunity” message/ Students would receive a certificate & letter of recommendation afterwards
- Connect with the Mt. Merici community
- Need to realize the importance of replacing “ourselves” (i.e., attracting interested & knowledgeable people)
- Post brochures in Huhtamaki & at Chamber of Commerce
- Talk to groups about their ideas/ have them serve as chairs to start new teams in these areas

Public Awareness

- Use language & symbols to reflect patriotism (i.e., change from green to red, white, & blue)
- Strengthen language
- Dick Thomas would like to write a series of articles
- Hold community meetings on specific topics to encourage people to get involved

- Get a good PR person
- Solicit at big stores to get funds as well as increase public awareness
- When doing the above, give away SMMC bags as well.
- Promote John Joseph's message about keeping our money here
- Hold an Earth Day activity
- Put a big banner over Waterville Main St.
- Have a public relations' campaign