

Solid Waste Committee Draft Minutes for Thursday, Sept. 11, 2025

Attendance: Andy Scherer (AS), Jordan Mueller (JM), Lory Pearson (LP), Mara Child (MC)

Meeting began at 7:10 pm

Adopt/Add/Change Items: None

Approve meeting minutes from 7/17/2025. The minutes were approved, with one change concerning Betterbin coverage in Upper Valley. Final minutes will be submitted to the Town

Welcome & Introduction: We welcomed Mara Child as a new member of the Solid Waste Committee. Reviewed committee procedures and open meeting law. She will have 3 year term, expiring spring of '28

Plowshare:

- Discussion postponed until community members wishing to participate in the conversation are available to attend meeting

Purchase of signage:

- We will purchase 1 or 2 double-sided sign boards, one of which will have changeable messages with individual letters.
- Andy will measure the sign at his office to determine size.
- Will consider A-frame that holds posters, when need arises
- Information is needed at recycling dumpsters. We have designs just need to print them. We have money specifically allocated to this in our budget.

Betterbin (now Better Earth):

- Jordan will compose a short survey that will be sent out on the Norwich listserv with the following questions: Do you know about the Betterbin app? Have you downloaded it? Did you use it?
- No cell coverage at the transfer station prevents people from using the app on site. People need to use it at home when sorting
- Andy met with Savannah from Better Earth. He explained that the app is not often used and once users learn how to recycle the product, the need for using it goes away. She said that packaging is always changing so the app is still relevant
- Social media requires constant posting and refreshing and she sees this needing similar attention for it to be as effective as possible. Their goal is to create content that communities can post and use.

- Andy will request that the Town renew the BetterBin/Better Earth subscription for the coming year @ \$1500; The committee has money in the budget for this app. We will track analytics/usage during the year to see if it is worthwhile to continue.

Calendar and events promotion:

- Every Weds and Sat Jordan is posting “Did you know?” messages
- He is maintaining a list of topics on Google Docs
- A post about revenue generated from recycling could be motivating, as well as the penalties incurred when the recycling bin is contaminated
- Jordan will post a link on the list-serv for Casella materials sorting video
- Andy will reach out to the library, offering to give a talk about recycling
- America Reuse Day on October 20th or America recycles day Nov 14th, Styrofoam collection on Oct 4th.

Name change request

- Jordan reviewed Andy’s language for request and felt it was adequate. Andy will send to SB and TM.

Tree Chipping

- planning needs to start now to identify partners and location for xmas tree chipping

To-do list/Homework:

Jordan:

- Continue posting rotating “did you know” messages on list-serv

Lory:

- Research signage
- Draft minutes

Andy:

- Arrange reimbursement for Betterbin renewal and signage costs

Mara:

- Research reward plan

Adjourned: 8:30