

St. Croix Recycling Association
Meeting Summary, September 4, 2007
5:30 – 6:30 PM - Pearl B. Larsen Elementary School

Steering Committee in Attendance:

Steve Freeman *Facilitator*, Charmin Springer *Coordinator*, Dee Osinski *Co-Coordinator*, Lynda Galvin *Secretary*, Hillair Bell *Visionary*
Lee Elvins *Business Committee Chair*, Don Diddams *Visionary*

Number of Attendees: 15

Welcome & Introduction - Steve Freeman

Steve informed the association about the radio interview he and Charmin Springer did on Free Speech 93.5 to promote the Recycling Association. A call was made for volunteers and financial support.

A letter has been drafted to EDCs to solicit funds for the association. Steve will follow up letters sent with a phone call and request for an appointment.

1. Discussion on Computer Refurbishing Project with Jeff Lawlor - Steve Freeman

The recycling association has adopted Jeff's project and will lend volunteer and financial support to help refurbish computers and find a work area where computers can be processed.

2. Discussion on Fundraising Options - Hillair Bell

Thoreau giving – Hillair informed the group of her Mother's practice of giving a small monetary gift to someone each month for a year in recognition of their efforts to improve the planet. She asked people consider monthly donations to the recycling association. The steering committee has committed a \$50 donation per member for seed money.

3. Promotion and Marketing Plan - Steve Freeman

Steve shared with the group efforts made to explore promotion and marketing through the radio. He has a year long package offered by 93.5 for \$11,000 which includes 6 spots per day (60 seconds maximum time) for a year. The radio spots would highlight recycling education, events for collection and training, and highlighting business members. Christine Hiltey suggested advertising be spread over a number of local radio and TV stations to broaden the audience base and marketing targets. She also offered to help the steering committee develop a marketing and advertising plan.

4. Presentations By:

- Christine Hiltey - Refill Plus – People and organizations bringing in empty cartridges for recycling or refilling can designate a credit be given to the recycling association, school, church, organization. Each month a check will be sent to the designee based on the number of cartridges collected.
- Hillair Bell/Victor Martinez - Aluminum Can Pilot Project – The businesses in the Pan Am building are collecting aluminum cans for recycling. A volunteer will pick up the cans weekly and take them to EZ Recycling. The hope is to get the local garbage hauler to collect cans and drop them off on their way to the landfill. This is an opportunity to get various business and eventually the entire downtown area participating in recycling efforts.

- Lee Elvins - Business Update – Tires: there are no grinding machines functioning on the island. Xenon is using tires as terracing blocks. Pueblo is interested in cooperating with any entity to collect and bale cardboard. We are looking into finding a good deal with a shipping company to get the bales off island. A suggestion was made to find local vendors who could use boxes, shipping peanuts and wrapping bubbles, for example Mailboxes etc., local exporters and shipping companies. Cardboard and paper can also be used in compost.

5. Open Discussion - Project model networking

Steve asked who was interested in working on the composting project. The group will meet at a later date. The question was raised as to obstacles to composting, no garden, condo living, no place to do it, lack of knowledge.

Current recycling efforts were discussed. Hap Clark, treasurer of his homeowner association has collection bins for paper and cans at his home that the neighbors can use.

6. V.I. Waste Management Authority Update - Charmin Springer

- Fluorescent Lamps: Containers have been ordered to collect and store bulbs for recycling off-island. VIWMA accepted 3 pallets of spent lamps from K-Mart this morning.
- A residential and commercial E-Waste Drive is happening throughout the territory September 6, 7, & 8 from 9-1.
- Coasts Week – multi agency trash collection and clean-up on September 15. WMA will be putting bins at the beaches to collect bags. Dee has developed a PowerPoint presentation for schools. Beach and underwater cleanups need volunteers.
- America Recycles day is November 15. There will be lots of activities and a kickoff for the school aluminum can collection competition.
- Clean Islands International and others are pleased to offer **ReCaribe 2007: The 13th Annual Wider Caribbean Solid Waste Management Conference**. This annual event will be held November 6 and 7, 2007 at the Virgin Islands Environmental Resource Station (VIERS) in St. John, U.S. Virgin Islands. See Charmin Springer for details
- Dee is available to do talks to homeowner's associations and neighborhoods about recycling. Education brochures are available as well.

ReCaribe a Caribbean wide solid waste management conference will be held on St. John November 6-7

Closing Remarks, Questions & Comments

Paulo Seguro at Refill Plus needs used paper (printed one sided office or clean) to run test prints.

7. Adjournment

Next meeting October 2. (emailed to steering committee to confirm time change to 6:00?)