SAC Plastic Bag Reduction Subcommittee Meeting

March 20, 2019

Present: Evan Michaeli, Ginny LeClair, Chuck Kabat, Juliette Reid, Lisa Brayton, Anne Heller, Terri Union, Kathy Smith, Emily Walton

1. Greenfield: Carol, Sustainability Director - on periphery of process, “Greenfield is a funky place”
	1. Some things to go forward, some things go back, she’s not exactly sure why
	2. Very emotional the first time around, business backlash
	3. Passed this time
	4. Became an inevitability, more people stood up
2. May be misinformed that businesses are on board in Dedham Square
	1. Kouzina, Pancho’s may be against it
	2. Need to reach out to them, as well as others (Manor, Greenlodge, East Dedham, Oakdale Square, Legacy, Route 1)
	3. Balancing businesses with Town Meeting member voters
3. Social media push:
	1. Pictures from Janet Holmes (Dedham Civic Pride)
	2. Push out photos through social media, other types of media (bulletin boards, etc)
4. Messaging:
	1. Objection questions
	2. Outreach plans for post-election
		1. Rotaries and other associations
		2. 7 precinct chairs
		3. Library exhibit
		4. Dedham Times
		5. Schools
		6. Fairbanks Garden Club
		7. Endicott Greenhouse
		8. Congregations
		9. Janet Holmes - civic pride, junior women’s club
		10. Retired Men’s Club
		11. Council on Aging
	3. Connection between objection questions/talking points and 1-page info sheet
5. Info Sheet
	1. A few key bullet points (sea life, health, litter)
	2. Focus on “ease” – getting info across in the most accessible and easy manner
	3. Eliminate bullet about manufacturing jobs (couldn’t find source)
	4. Overall look - present it in a different way (trifold, canva) – try to reduce number of words on the page and add in graphics, color, etc.
	5. Pulled from existing fact sheets on Mass Green Network (the current one came from Milton’s sheet, plus research to back up info)
	6. May be worth researching cost of plastic bags vs. paper bags – Evan looked this up in the meeting, but I didn’t record the price comparisons
6. Need to figure out a way to get paper or other alternative bag for Dedham Food Pantry (maybe Dedham Institute for Savings would donate “starter bags”)
7. Research on small businesses in other towns
	1. The businesses that Evan spoke to said there didn’t end up being much of an impact (or there was no impact) on their operational costs