

Dedham Sustainability Advisory Committee

Meeting of May 25, 2011

Present: Carmen DelloIacono, Liz O'Donnell, Jon Briggs, Joanna Hamblin, Carol Hills, Steve MacAusland, Virginia LeClair

Social Marketing

Joanna Hamblin has offered to educate the Committee on the benefits of Social Marketing and will give a tutorial to the Committee at their next meeting beginning at 6:30pm so as not to extend the time of the regularly scheduled meeting.

J. Hamblin will author and share with the Committee articles for Planet Dedham, the Sustainability Advisory Committee's outlet in the local paper.

Green Dedham was decided as the name the Committee will go by for our Facebook and Twitter accounts. The password for Twitter was given out. Rules were discussed for these pages, such as no endorsing candidates, products or companies.

Music Fest/Green Fair

The Green Fair is being held this year in coordination with the Music Fest on June 11th. The 8 vendors that have agreed to come were discussed as well as details on volunteer sign up and t-shirts. C. DelloIacono will make the shirts and it was decided that it's best to wait on a banner for our table until we have a logo.

The event will be greener thanks to the Committee's involvement with recycling being offered for the first time as a generous contribution from Russell Disposal.

Goals for 2011

The Committee began reviewing the goals, but realized that more time was needed to address each and asked that it be put on the next agenda.

Community/Member Updates

The Committee decided that it will meet the first Monday of every month, unless there is a holiday, in which it will meet the following Monday.

Adjourn

Motion to adjourn made by Steve MacAusland, second by Joanna Hamblin. All in favor.