

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, April 14, 2015

HRPDC - Chesapeake

In attendance:

Dan Baxter, NN

Donna Corbus, PO

Dawn Oleksy, JCC

Kevin DuBois, NO

Lisa Renee Jennings, NO

Linda Minner, VB

Catryna Jackson, IOW

Lacie Nixon, SU

Quwania Jefferson, NO

Gladys Jones, CH

Debbie Blanton, HA

John Deuel, GreenQuest, LLC

Amy Woodson, VB Parks & Rec

Tim Lee, TFC

Mike Baum, KVB

Julia Hillegass, HRPDC

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

Marga Cahoon, Cahoon & Cross

The summary for the meeting is as follows:

1. Meeting Summary

The summary of the March meeting was reviewed and approved.

2. FYI - askHRgreen.org community events

April 18 – Earth Day at Virginia Living Museum, Newport News

April 22 – TCC CARES Earth Day Celebration, Chesapeake

April 24 – Booker T. Washington Middle School Go Green Program, Newport News

April 25 – The Hampton Roads Green Breakfast, VWC (Norfolk)

May 2 – EcoFest, Norfolk – *Need volunteers to staff this event!!*

May 5-6 – VRA Conference, Virginia Beach

May 9 – Culpepper Landing Earth Day Event, Chesapeake

May 21 – Sensible Seafood Festival, Virginia Beach

May 29 – Blayton Elementary School, Williamsburg

June 18 – NASA Langley Health & Wellness Fair, Hampton

June 27 – Olden Days, Smithfield

August 4 – National Night Out, Virginia Beach

September 11-13 – Hampton Bay Days, Hampton

September 12 – RiverFest, Norfolk – *Need volunteers to staff this event!!*

September 16-21 – Isle of Wight County Fair, Windsor

October 8-11 – Peanut Festival, Suffolk

October 12 – Keep Hampton Roads Beautiful Golf Tournament, Chesapeake

ACTION: None.

3. Media

The Recycle More, Trash Less radio & online campaign ran from April 6-18. A campaign summary report will be available shortly.

- HRPDC staff will distribute the list of questions used for the “In the Bin” recycling contest.

Coastal Virginia’s “Green Magazine” overruns have been delivered and the inserts were included in the April edition of the magazine. Additional copies are available from HRPDC, if needed.

- The Committee recommended including a discussion of the COVA partnership in an upcoming All Hands meeting to discuss areas for improvement such as starting the process earlier and having more input from the various localities.

- HRPDC staff will research the circulation information on the supplement v. the COVA magazine (i.e. the supplement is only offered to subscribers not those who purchase the magazine on the news stand).

ACTION: HRPDC will distribute additional media information to the committee.

4. Recycling Contamination

Mr. Tim Lee of TFC Recycling gave a presentation on contamination in recovered recyclable materials in the region. Mr. Lee will provide this presentation to all committee members to incorporate into their outreach materials.

- Top contaminants:
 - Plastic bags and packaging – can shut down TFC plant 3-4 times per day
 - Needles
 - Loose shredded paper
 - Disposable diapers
- Outreach should be clear, concise, consistent and frequent

ACTION: Committee members should consider incorporating message points and slides into standard outreach materials.

5. Cigarette Litter Prevention Program

The Committee continued discussion of the new regional cigarette litter prevention program. The following localities are organizing projects in their localities under the program: Hampton, James City, Newport News, Norfolk, Portsmouth, Suffolk, and Virginia Beach. Recent updates include:

- Receptacles have been ordered
 - Wall units have arrived
 - 33 Smoker’s Outpost units set to arrive week of April 27th
- Pocket & Auto Ashtrays have arrived and were distributed to team leaders
- Site visits have been completed
- Marga Cahoon presented demographics on people who self-reported to litter cigarette butts. Major findings included:
 - Aged 18-34, single, not college graduate with under \$75k household income
 - High failure to connect with consequences
- The committee selected “cigarette butts are litter too” as the main campaign headline. HRPDC staff will work with John Deuel and Marga Cahoon to coordinate development of signs, posters, rack cards, and business cards.
- John Deuel provided cigarette litter scan training.

ACTION: HRPDC staff will continue to work with John Deuel and participating localities on administering the CLPP program.

6. 2nd Annual Keep Hampton Roads Beautiful Golf Tournament

The Committee discussed progress and updates related to the golf tournament.

- Executive Planning Committee Members *so far*: Catryna Jackson, Dan Baxter, Allison Watts, Joyce Heffington, Lacie Nixon, John Deuel, the HRPDC staff, Mike Baum (KVB), and Cami Hahn (KVB contact).
- Flyer/Registration form available for distribution
- Registration now live at askHRgreen.org/golf

- Committee members should emphasize how last year's proceeds were able to support the CLPP projects this year.

ACTION: HRPDC staff will send all committee members talking points, script, KVB 501(c)3 certification and link to Google doc.

7. Mini-Grant Applications

The Committee reviewed and approved the following mini-grant applications:

- Norge Elementary Goes Green – Norge Elementary School, Williamsburg
- Keep Deep Creek Green – New Fellowship Community Outreach, Chesapeake
- Butterfly Sensory Garden – Loch-Meadow Kindergarten, Norfolk

ACTION: HRPDC staff will process applications.

8. Staff Reports

Budget – The current budget was reviewed.

9. Locality Updates

- Norfolk – Norfolk Environmental Council would like to focus on recycling at schools and City Hall
- Isle of Wight – Will be hiring college intern to assist the program for the summer.
- Virginia Beach – 4/18 is Earth Day @ Mt Trashmore with recycling zone.
- Newport News – Continuing work on latex paint recycling program. Compost currently significantly discounted to the public.
- James City County – 4/11 and 4/18 are spring cleanups. April is Litter Awareness Month in JCC.
- Suffolk – 4/18 Recycling Drive & Tire Amnesty Day. Working with schools and libraries for Earth Day/Arbor Day

Next Committee Meeting – May 12, 2015 at location TBD on the peninsula.