

# askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, May 12, 2015

HRPDC - Chesapeake

## In attendance:

Dan Baxter, NN

Donna Corbus, PO

Dawn Oleksy, JCC

Kevin DuBois, NO

Catryna Jackson, IOW

Lacie Nixson, SU

Debbie Blanton, HA

John Deuel, GreenQuest, LLC

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

Roger Fournier, Goodwill

The summary for the meeting is as follows:

### 1. Meeting Summary

The April summary was amended to list “garden hoses, leashes, ropes and other easily entangled items” under the top contaminants.

**ACTION:** Approved as amended.

### 2. FYI - askHRgreen.org community events

May 7 – VBDPU Public Service Week Event, 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 20 – Boardwalk Art Show Family Fest, Virginia Beach

June 27 – Olden Days, Smithfield

August 4 – National Night Out, Virginia Beach

September 11-13 – Hampton Bay Days, Hampton

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:** Volunteers are requested for the Boardwalk Art Show Family Fest on June 20<sup>th</sup>.

### 3. Media

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

Coastal Virginia’s “Green Magazine” Insert

- Overruns have been delivered to each locality. Additional copies are available from HRPDC.
- 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.
- At the end of the fiscal year all-hands askHRgreen.org meeting, all committees will discuss ideas for moving forward with this partnership.

Contamination Messaging

- The Committee expressed interest and a need for a media and outreach campaign on recycling contamination in the FY16

**ACTION:** HRPDC will request campaign summary for Recycle More, Trash Less campaign and plan to discuss COVA partnership at upcoming all hands meeting.

#### **4. 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 arrived – please schedule pickup with HRDPC (for southside outposts and ALL wall mounts) or Dan Baxter (peninsula outposts)
- Pocket & Auto Ashtrays have been distributed to team leaders
- Education & Outreach materials have been developed and are in production. Items include posters, lawn signs, banners, rack cards, business cards, and ash receptacle decals. These should be available no later than May 29.
- Committee discussed the ability of each locality to use #nocigarettelitternow in social media outreach during the program implementation.
  - Localities should send a list of all social media resources available for use (including those managed by locality partners/non-profit groups), identify barriers to social media outreach in their locality and describe the level of involvement each locality will be able to have with social media outreach.
  - Suggested locality partners: clean community commissions, master gardeners, Virginia Living Museum/Virginia Aquarium, ERP, LRNow, neighborhood/civic groups, etc.
- News release scheduled for June 5<sup>th</sup>. This will be the informal kick-off for the region.
- Action items for team leaders:
  - Schedule pickup of receptacles and begin installation at project sites
  - Schedule outreach events for handing out pocket ashtrays
  - Coordinate with John Deuel to set up project specific conference calls
  - Conduct scans no later than the first week of June

**ACTION:** Committee members should send HRPDC staff a list of social media resources and any barriers they may have to promoting #nocigarettelitternow.

#### **5. 2nd Annual Keep Hampton Roads Beautiful Golf Tournament**

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

- Executive Planning Committee Members: Catryna Jackson, Dan Baxter, Allison Watts, Joyce Heffington, Lacie Nixson, John Deuel, the HRPDC staff, Mike Baum (KVB), Cami Hahn (KVB contact), Mike Camden (Troy University), and Cindy Nash (GET Solutions, Inc.).
- Promotion Resources:
  - Join and share Facebook event
  - Focus on developing sponsor or donor leads
  - Flyer/Registration form and email script available for use in outreach
  - Registration now available online at [askHRgreen.org/golf](http://askHRgreen.org/golf)
- Recruit volunteers from clean community groups to conduct outreach and think about existing events, groups or distribution lists that could be used to get the word out about the event.
- Committee members should emphasize how proceeds from last year were used to support the CLPP projects.

**ACTION:** Committee members should review Google doc and add potential sponsors that they will reach out to OR provide contact information so that a member of the Executive Planning Committee can reach out to those individuals.

## 6. Mini-Grant Applications

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

- Wild About Birds – VCE – York/Poquoson – approved for \$500
- School Wide Cafeteria/Classroom Recycling Program - Berkley Middle School in Williamsburg – approved for \$500

**ACTION:** HRPDC staff will award mini-grants.

## 7. Staff Reports

**Budget** – The current budget was reviewed and approved. FY16 program and budget planning will occur at June meeting.

**RFP Presentations** – The RFP Committee will hear presentations for four firms on May 14<sup>th</sup> and make a determination regarding the contract award.

## 8. Locality Updates

- Norfolk – successful ecoFest event with some lessons learned for improvements at future events, Recycle Norfolk Day on May 16<sup>th</sup>, have had a successful GAC season with many cleanups and beautification projects, and upcoming buffer planting on June 13<sup>th</sup>.
- Isle of Wight – Working on enforcing residency requirements with ID checks at convenience centers, may have to look into license plate readers to stop unauthorized users/businesses/contractors.
- Newport News – passive recreation facility approved for Denbigh facility, compost sale continues, Middle School challenge underway, rain barrel workshops scheduled through master gardeners and CNU, recycling audit upcoming in June, and Clean Business forum will feature community gardens and is scheduled for 5/27 at 8:30 at Angelo's in Newport News
- Hampton – concentrating on schools and cleanups, received the Think Green grant and will promote youth involvement in services activities and Adopt-A-Spot programs.
- James City County – successful GAC season with more interest in litter cleanups, participated in sea level rise panel with other peninsula localities, and recommends each locality receive an askHRgreen table throw as they are so helpful to cobrand booth space at events.
- Suffolk – focusing on school outreach (7<sup>th</sup> grade public school students, 4<sup>th</sup> grade academy school students and public libraries), promoting the Adopt-A-Spot program and planning Clean the Bay Day event with NRPA.
- Goodwill – Partnering with Girl Scouts on donation drive
- Virginia Beach (via email) – Litter index showed an average of 1.65 (not littered), successful Earth Day event with an estimated 7,000 people in attendance and 241 cars participating in recycling drop offs, GAC cleanup along 17<sup>th</sup> Street corridor and Clean the Bay Day Volunteer Picnic June 6<sup>th</sup>.
- Chesapeake (via email) - Keep America Beautiful and national sponsors Ocean Conservancy and Altria are coming to Chesapeake for Clean the Bay Day.

**Next Committee Meeting** – June 9, 2015 at HRPDC in Chesapeake.