

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, July 14, 2015

Newport News Public Works

In attendance:

Dan Baxter, NN

Donna Corbus, PO

Quwania Jefferson, NO

Rebekah Eastep, HRPDC

Julia Hillegass, HRPDC

Will Barnes, JCC

Tim Lee, TFC Recycling

Laurie Halperin, YC

Dawn Oleksy, JCC

Gladys Jones, CH

Roy Chesson, NN

Kensett Teller, JCC

Edward Robinson, HCCC

Catryna Jackson, IOW

Roger Fournier, Goodwill

The summary for the meeting is as follows:

1. Meeting Summary

The summary of the June meeting was approved as amended by Linda Minner via email.

ACTION: Approved.

2. FYI - askHRgreen.org community events

August 4 – National Night Out, Virginia Beach

*September 12 – RiverFest, Norfolk**

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

*September 19 – HRSLE/LRNow Fall Festival @ Brock Center, Virginia Beach**

September 19 – Warhill High School Event, Williamsburg

*October 3 – Arbor Day Event, Norfolk**

October 8-11 – Peanut Festival, Suffolk

October 12 – Keep Hampton Roads Beautiful Golf Tournament, Chesapeake

**Need volunteers to help staff this event.*

All localities are invited to have a table at the HRSLE/LRNow Fall Festival. However, volunteers are also needed to staff the askHRgreen.org table. All locality tables will be grouped with the askHRgreen.org table.

ACTION: Committee members were asked to volunteer for upcoming events.

3. Media

Recycle More, Trash Less - The Committee reviewed the RMTL radio & online campaign summary report. The campaign ran April 6th-18th. Facebook was a strong part of the campaign with more than one percent click thru rate.

- Committee members would like to see metrics by locality (i.e. web visitation by locality, Facebook clicks by locality, etc.)

Coastal Virginia Green Magazine – HRPDC staff is waiting to receive updated outline from COVA staff that includes the committee's recommendations. Once this is received, HRPDC staff will send out a request for assistance in finding local examples to include in the magazine.

FY16 Media Retreat – Donna Corbus and Dawn Oleksy represented the committee at a day long askHRgreen.org Retreat with HRPDC staff, Cahoon & Cross and Red Chalk Studios. The product of the

retreat will be a 5 year marketing plan. Identified priorities included redesigning the website, making the site inspirational instead of a static resource, focusing on the human element, and targeting different audiences including schools and underserved populations.

- Committee members would like to see more social media outlets included in campaigns (Snapchat, YouTube, Twitter, Pinterest, etc.).
- Committee members expressed an interest in more video production. To circumvent the high costs of video production, in-house script development, directing, filming and editing was recommended.
- Committee members would like to see the budget breakdown by media type for future campaigns (i.e. radio, online, Facebook, etc.)
- Committee members would like to target specific audiences using multiple creatives and media outlets under a single media campaign.

ACTION: Committee members should prepare campaign priorities and media “wish list” to discuss with Marga Cahoon at the August meeting.

4. Cigarette Litter Prevention Program

The Committee continued discussion of CLPP. The following localities are launching projects in their localities under the program: Hampton, James City, Newport News, Norfolk, Portsmouth, Suffolk, and Virginia Beach. Recent updates include:

- Additional pocket ashtrays are available for all project leaders.
- Social media efforts continue with #nocigarettelitternow. Localities are encouraged to use the social media schedule to post about the campaign regularly on social media.
- News release issued on June 15. Several media outlets picked up on the news:
 - WVEC-TV, [July 16, evening news report](#).
 - The Suffolk News Herald, [July 12 report](#).
 - WVEC-TV, [July 13, evening news report](#).
 - Dawn recommended pitching a CLPP series where each location could be featured by WVEC.
- Additional CLPP materials will be ordered with remaining grant funds.

ACTION: Project leaders should schedule pickup of additional pocket ashtrays.

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: <https://www.facebook.com/events/1004855769524765/>
 - Add sponsor/donor contact information to the Google Doc: https://docs.google.com/spreadsheets/d/1rSf5zHEloYZ0fnVwHSSe12-0Lo9nhZzn_6MAcQ_mDAo/edit?usp=sharing
 - Flyer/Registration form and email sample script available for use in outreach
 - Registration now available online at <http://askhrgreen.org/golf/>
- Committee members are encouraged to 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.
- HRPDC staff will follow-up with last year’s sponsors and golfers.
- Contest for a free team will run during August.

ACTION: Next Executive Planning Committee conference call on July 28th at 2 pm.

6. Promotional Items

The Committee voted to spend no more than \$1,375 on reusable bags. The Committee requested pricing on the following additional items: foils envelop pocket ashtray and Folby beach bucket ashtray.

HRPDC staff will contact all committee members to see if they would like to purchase additional reusable bags for locality use.

Committee members were interested in changing the bag artwork to include a listing of askHRgreen participating agencies.

ACTION: HRPDC staff will order bags and research other ashtray.

7. Appointment of New Chairpersons

Dan Baxter remains Chairperson for FY16. Donna Corbus stepped down from the Vice Chairperson position but asked to represent the committee in marketing and social media strategy workgroups. Dawn Olesky accepted the nomination for Vice Chairperson and was approved by the Committee.

ACTION: None.

8. Staff Reports

Budget – The FY16 budget was reviewed and approved.

9. Locality Updates

- **York County:** Preparing for litter index and pursuing KAB affiliation
- **James City County:** Major project is CLPP project (activities include media, litter bags with CLPP educational materials available at various locations across the county, outreach to Board of Directors), 2nd Annual Litter & Recycling Expo – 10/24
- **Norfolk:** NEC Action Awards deadline extended to July 21st and awards will be announced September 24th, provided copies of quarterly Recycling Perks newsletter, conducting litter prevention/recycling summer camp program for different group of children each week for 6 weeks, will host the citywide 9/11 memorial event, record year for EARN program.
- **Chesapeake:** Recent Chesapeake Recycles Day event had a record attendance of over 700 cars in 3 hours, Notable Yards awards
- **Isle of Wight** – Record ½ ton of plastic bags collected through schools and libraries, media spot produced for use on municipal channel, receiving capital improvement funds to improve convenience center design, CLPP outreach included with ID check at convenience centers
- **Portsmouth** – Continuing to promote CLPP, summer camps focusing on litter and recycling, litter index complete, upcoming Summer Recycling Day on 8/8
- **Hampton** – CLPP outreach at Groovin’ by the Bay concert series each Sunday, focusing on C.H.A.N.G.E. (Community Helps All New Growth Emerge) initiative which provide scholarship opportunities to high school students who participate in anti-litter program and cleanups,
- **Newport News** – Nice feature on Dan Baxter in Oyster Pointer, recent recycling audit was worst ever despite targeted education in that neighborhood, has powerpoint on the enterprise of recycling that can be shared with the group, urban gardens project continues in Southeast community with raised beds and filters being used to address soil contamination.

Next Committee Meeting – August 11, 2015 at 10:00 AM at HRPDC in Chesapeake.