

August 6, 2020

**Memorandum #2020-91**

**TO: askHRgreen.org: Recycling and Beautification Subcommittee**

**BY: Katie Cullipher, Principal Environmental Education Planner**

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting  
August 11, 2020**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting is scheduled for **Tuesday, August 11, 2020 at 11:00 a.m.** The agenda is attached.

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the subcommittee members, staff, and the general public, the askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held electronically via Webex. Participants can join the meeting using the following credentials:

**Join by computer:** <https://pdc-tpo-staff.my.webex.com/pdc-tpo-staff.my/j.php?MTID=mbc2e880beeb2fd1cf2fcb715003d0860>

-or-

**Join by phone:** 1-408-418-9388 US Toll  
Meeting Number: 126 800 2772  
Password: KsSpPyRW239 (57777979 from phones and video systems)

**Please RSVP by Monday, August 10, 2020.** R&B Subcommittee meetings require representation from at least five member-jurisdictions.

**Public comments** and suggestions based on this agenda package should be submitted in advance to [kcullipher@hrpdcv.gov](mailto:kcullipher@hrpdcv.gov).

Attachments

RE/cm

**askHRgreen.org: Recycling and Beautification Subcommittee:**

John C. Barnes, VB

Dan Baxter, NN

Kathy Bew-Jones, SM

Debbie Blanton, HA

Jason Brown, CH

Michael Etheridge, IW

Deborah Everitt, NN

Tonya Ford, VB

Megan Hale, CH

Laurie Halperin, YK

Jim Hill, JC

Evie Insley, PQ

Fleta Jackson, NO

Wayne Jones, SU

Samantha McNeil, YK

Robin Moore, SU

Russell Pace, FR

Kristi Rines, VB

Tammy Rojek, WM

Erin Rountree, SU

Craig Simmons, VB

Sarah Sterzing, NO

Amos Taylor, PO

Elisabeth Wilkins, GL

Bodina Wright, PQ

**askHRgreen.org: Recycling and Beautification Subcommittee Copy:**

Shannon L. Alexander, A-NPDC

Michael G. Baum, KVB

Joe Benedetto, RDS

Brittany Collins, SPSA

Roger Fournier, Goodwill

Tracy Hofmeyer, VPPSA

Mike Kelley, SPSA

Esi Langston, NO

Kathy Russell, TFC Recycling

Henry Strickland, SPSA

**HRPDC Staff:**

Robert Crum

Katie Cullipher

Matt Smith

Keith Cannady

Rebekah Eastep

**AGENDA**  
**MEETING OF THE**  
**ASKHRGREEN.ORG: RECYCLING & BEAUTIFICATION SUBCOMMITTEE**  
**AUGUST 11, 2020**  
**11:00 AM**

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the subcommittee members, staff, and the general public, the askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held electronically via Webex.

*The purpose of the R&B Subcommittee shall be to promote litter control, recycling, beautification and general environmental awareness through educational projects designed to reach all sectors of our regional community.*

**1. Public Comments**

**2. Meeting Summary**

The summary of the July 14 meeting is attached for review and approval. Summary highlights include:

- The GAC dates are September 18-19, website registration and flyer were updated to reflect new dates. The Committee agreed the emphasis should be on promoting smaller, resident-led cleanups since public health restrictions for larger groups are unpredictable. Some organized events will still take place (Hampton, Norfolk). Committee members should reach out to core volunteers to promote participation. HRPDC staff will continue to work on outreach and Google forms could be used by volunteers for reporting results.
- The Committee continued discussing regional recycling outreach and education efforts as outlined at the June meeting. Members from the Chesapeake Environmental Improvement Council (CEIC) and Norfolk Environmental Commission (NEC) were on hand to contribute to the discussion and stressed the importance of a regional approach. The Committee requested a toolkit of resources to use for recycling education. Creative messaging and video concepts are TBD. A small workgroup was formed to discuss a survey for use in gauging public recycling knowledge.
- Grants – HRPDC staff will submit the summary report for the library lending litter kit program and submit a FY21 application for the recycling video production by the July 15 deadline. We received the KVB 30 in 30 grant for the “big butts” project. A small workgroup will be formed for constructing the butts using health and safety best practices.

Attachment 2

**Action:** Approve summary

### 3. askHRgreen.org Outreach Events

The current listing of events is as follows.

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	RiverFest	TBD

*\*Volunteers will be needed to support attending this event.*

**Action:** Based on discussion

### 4. Great American Cleanup 2020

The Committee should continue to discuss coordination and promotion of GAC Team Up 2 Clean Up event plans for September 18-19.

**Action:** Based on discussion

### 5. Recycling Outreach

The Committee should continue discussing regional recycling outreach and education efforts. Video concepts will be available at the September meeting. Committee members should discuss any updates on a recycling survey for residents.

**Action:** Based on discussion

### 6. Grants

DEQ Competitive Litter Prevention & Recycling Grant – HRPDC staff will provide an update on the regional recycling project grant application (attached) submitted in July.

KVB 30-in-30 Grant – The Committee should select a date for constructing the cigarette butts and discuss a strategy for the outreach campaign.

Attachment 6

**Action:** Based on discussion

### 7. Staff Reports

The current FY21 budget is attached for review. The Committee will also review and discuss the draft FY22 budget and approval process.

Attachment 7A, 7B

**Action:** Based on discussion

## **8. Roundtable Discussion & Locality Updates**

**Next Committee Meeting** – The next regularly scheduled meeting is September 8.