

September 2, 2020

Memorandum #2020-105

TO: askHRgreen.org: Recycling and Beautification Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting
September 8, 2020**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting is scheduled for **Tuesday, September 8, 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=m1999dce49f90850fb23a5430c088c0a6>

-or-

Join by phone: 1-408-418-9388
Meeting Number: 126 265 4672
Password: recycle (7329253 from phones)

Please RSVP by Monday, September 7, 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@hrpdcva.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

Keith Cannady

Rebekah Eastep

AGENDA
MEETING OF THE
ASKHRGREEN.ORG: RECYCLING & BEAUTIFICATION SUBCOMMITTEE
SEPTEMBER 8, 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 August 11 meeting is attached for review and approval. Summary highlights include:

- GAC Events - The GAC event flyer, website, and form were updated to reflect the new focus on individual cleanups instead of large organized events. HRPDC staff will put together sample social media posts for the Committee to use in social media promotion, agreed to use #TeamUp2CleanUp regionally. A short video explaining the process could be shared via social media to assist in explaining the process for this year's cleanup and encourage individual/small group-led cleanups, need to create a way to encourage and collect cleanup results/photo submissions.
- Recycling Outreach – video concepts will be available for review at the September meeting with the goal to launch in November for ARD with the new year as the backup launch date. Wayne Jones is leading an effort to develop a recycling survey for residents and the Committee discussed questions/methodology for that.
- Grants – HRPDC staff is working with DEQ staff on submission of the regional application for the competitive litter & recycling grant, Isle of Wight has partnered with HRPDC as the lead locality on that application. A small subset of committee members will get together to build the large-scale cigarette butts in early September.
- Budget – HRPDC staff provided a draft FY22 budget for review and feedback. There were no proposed changes and the budget will be sent out for review via email for further discussion in September and approval via email thereafter. Per the bylaws, the budget must be approved unanimously.

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

Action: Based on discussion

4. Great American Cleanup 2020

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

Action: Based on discussion

5. Recycling Outreach

The Committee will review and discuss the attached "Waste Not, Recycle Right" recycling campaign and video series overview. The Committee should provide direction on the overall theme and creative approach and respond to requests for needed information/resources. The Committee should also review and discuss the revised residential recycling survey created by Wayne Jones with input from other Committee members.

Attachment 5A, 5B

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 submitted in July.

KVB 30-in-30 Grant – The large-scale cigarette butt building workshop day will take place at the HRPDC office on Wednesday, September 9.

Action: Based on discussion

7. FY22 Budget

The Committee will discuss the draft FY22 budget and approval process. Per the bylaws, the annual Committee budget must be approved unanimously and approval is needed by the end of September.

Attachment 7

Action: The Committee will

8. Staff Reports

The current FY21 budget is attached for review.

Digital Marketing Report – The July report is attached for review.

FY20 askHRgreen Annual Report – The final draft of the annual report is attached for review.

A *virtual askHRgreen All Hands meeting* is scheduled for September 17th at 10:00 AM.

Attachment 8A, 8B, 8C

Action: Based on discussion

9. Roundtable Discussion & Locality Updates

Next Committee Meeting – The next regularly scheduled meeting is October 13.