

October 7, 2020

Memorandum #2020-123

TO: askHRgreen.org: Recycling and Beautification Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting
October 13, 2020**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting is scheduled for **Tuesday, October 13, 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 Zoom. Participants can join the meeting using the following credentials:

Join by computer:

<https://us02web.zoom.us/j/82094089903?pwd=ZytrVnp3d2tQOWFsc3FTblc2ZXBmZz09>

-or-

Join by phone: 1-929-205-6099
Meeting ID: 820 9408 9903
Passcode: 348503

Please RSVP by Friday, October 9, 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@hrpdca.gov.

Attachments

RE/kl

askHRgreen.org: Recycling and Beautification Subcommittee:

John C. Barnes, VB

Dan Baxter, NN

Kathy Bew-Jones, SM

Debbie Blanton, HA

Jason Brown, CH

Emily Douglass, JCC

Michael Etheridge, IW

Deborah Everitt, NN

Cynthia Harris, HA

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
OCTOBER 13, 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 Zoom.

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 September 8 meeting is attached for review and approval. Summary highlights include:

- GAC Events – The Committee discussed final preparations for the September 18-19 cleanup events. KVB secured billboard ads to run leading up to the event. Committee members will collect data from their volunteers and share results with HRPDC via email or the Google spreadsheet.
- Recycling Outreach – The Committee reviewed the “Waste Not, Recycle Right” concept and video series and discussed the creative approach proposed by Red Chalk Studios. HRPDC staff would provide the direction to Red Chalk Studios for additional concepting – logo design to begin.
- Grants – HRPDC staff is still awaiting guidance from DEQ staff on resubmission of the regional project grant with Isle of Wight as the lead locality. For the KVB 30-in-30 grant, the materials have been secured and the cigarette butt workshop was set for September 9.
- Budget – There were no proposed changes to the draft FY22 budget and it will be sent out for review and final approval via email.
- Annual Report – The askHRgreen annual report was provided and a virtual all hands askHRgreen meeting was scheduled for September 17.

Attachment 2

Action: Approve summary

3. askHRgreen.org Outreach Events

The current listing of events is as follows.

10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/10	Litter & Recycling Expo	James City County
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	ERP RiverFest	TBD

Action: Based on discussion

4. Great American Cleanup 2020

The Committee should review results and discuss takeaways from the regional cleanup events in September. In total, 650 volunteers were engaged and more than 13,500 pounds of litter removed.

Action: Based on discussion

5. Recycling Outreach

The Committee will review and discuss proposed slogans, logos, video scripts, and a sample video storyboard for the new recycling campaign and video series.

Attachment 5A, 5B, 5C, 5D, 5E

Action: Choose a creative direction and provide feedback on the proposed video concepts.

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 – Approximately 30 large-scale cigarette butts were constructed in September. The Committee should discuss an outreach plan for displaying them across the region, including slogans, signage, etc. to accompany the mobile displays.

Attachment 6

Action: Based on discussion

7. Staff Reports

The current FY21 budget is attached for review.

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

Attachment 7A, 7B

Action: Based on discussion

8. Roundtable Discussion & Locality Updates

Next Committee Meeting – The next regularly scheduled meeting is November 10.