

May 2, 2017

Memorandum #2017-53

TO: askHRgreen.org Recycling and Beautification Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting –
May 9, 2017**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held on **Tuesday, May 9, 2017 at 11:00 a.m.** The meeting will be held at **Sandy Bottom Nature Park** located at **1255 Big Bethel Rd, Hampton, VA.**

Please RSVP by Monday, May 8, 2017. R&B Subcommittee Meetings require representation from at least five member jurisdictions. Comments and suggestions based on this agenda package are welcome.

1. Meeting Summary

The summary of the April meeting is attached for your review and information.

Attachment 1

Action: Approve summary.

2. askHRgreen.org Community/Trailer Events

May 6 – Norfolk Utilities Employee Appreciation Event

May 10 – Virginia Beach Public Utilities Public Service Week & DWW Celebration

May 25 – Sensible Seafood Festival, Virginia Beach

June 3 – Clean the Bay Day Event, Virginia Beach

June 8 – NASA Langley Safety & Health Expo, Hampton

June 24 – Olden Days, Smithfield

September 14-17 – Isle of Wight County Fair, Windsor

September 30 – James River Fest, Williamsburg

October 5-8 – Peanut Festival, Suffolk

Action: None.

3. Media & Promotions

RMTL Video Media Campaign – Campaign ran February 20 – April 2 (6 weeks total) including retargeted and behavioral targeted display ads, wtkr.com display ads, native content ads on wtkr.com, video pre-roll and Facebook. Campaign summary report will be provided to the committee as soon as it is available.

“Write as Rain” Sidewalk Messaging Campaign is well underway! The Committee should continue to hope for occasional rain showers in future forecasts.

Action: Based on discussion.

4. Litter Outreach Campaign

The Committee will continue the discussion of the litter outreach campaign. Attached is a revised budget and production schedule developed as a result of the discussion at the March Committee meeting. The committee should discuss specific deliverables and next steps to keep moving the campaign forward.

Attachment 4

Action: Revise and/or approve the budget.

5. Regional Quality Recycling Project

The Committee should discuss specific outreach strategies for Newport News, Suffolk and James City County audit routes.

Action: Based on discussion.

6. Regional Cigarette Litter Prevention Project

A regional application was submitted to Keep Virginia Beautiful's 30-in-Thirty grant program based on the KAB grant proposal. HRPDC staff will provide any updates, if available.

Attachment 6

Action: Based on discussion.

7. Mini Grant Application

The Committee should review and discuss funding \$250.00 of the \$500.00 requested for the Booker T. Washington School Learning Garden project. This would be a joint project with the Water Awareness Committee.

Attachments 7

Action: Vote on mini grant application.

8. Staff Reports

Budget – The current FY17 budget is attached for review. The Committee should discuss budget allocations for the approved FY18 budget.

Coastal Virginia Magazine Partnership – HRPDC staff will review printing estimates for putting together and printing the Coastal Virginia Magazine content.

Attachment 9A, 9B, 9C

Action: Based on discussion.

9. Locality Updates

Next Committee Meeting – June 13, 2017 at 11:00 a.m. at the HRPDC office in Chesapeake.

KC/sl

askHRgreen.org: Recycling and Beautification Subcommittee:

Ralph Anderson Jr., IW	DeAnna Lawrence, IW
John C. Barnes, VB	Robin Moore, SU
Dan Baxter, NN	Rene Moring, GL
Kathy Bew-Jones, SM	Alacia Nixson, NO
Debbie Blanton, HA	Dawn Oleksy, JC
Roy Chesson, NN	Russell Pace, FR
Elise Duncan, CH	Kristi Rines, VB
Sonja Eubank, SM	Tammy Rojek, WM
Deborah Everitt, NN	Erin Rountree, SU
Tonya Ford, VB	Rhonda Russell, SY
Tyrone W. Franklin, SY	Craig Simmons, VB
Laurie Halperin, YK	Amos Taylor, PO
Evie Insley, PQ	Elizabeth Vaughan, CH
Fleta Jackson, NO	June Whitehurst, NO
Lisa Renee Jennings, NO	Bodina Wright, PQ
Wayne Jones, SU	
David Keeling, SU	
Allyson Kelly, CH	

askHRgreen.org: Recycling and Beautification Subcommittee Copy:

Michael G. Baum, KVB	Roger Fournier, Goodwill
Joe Benedetto	Tracy Hofmeyer, VPPSA
Margaret Cahoon, Cahoon and Cross	Ann Meadows, Bay Disposal
Sarah Dennis	Kathy Russell, TFC Recycling
John Deuel, GreenQuest, LLC	Kevin Sluss, RDS

HRPDC Staff:

Robert Crum	Rebekah Eastep
Katie Cullipher	Keith Cannady