

January 3, 2019

Memorandum #2019-03

TO: askHRgreen.org: Recycling and Beautification Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting
January 8, 2019**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held on **Tuesday, January 8, 2019 at 11:00 a.m.** at **Board Rooms A&B** at the **HRPDC office** located at 723 Woodlake Drive, Chesapeake.

Please RSVP by Monday, January 7, 2019. 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 December meeting is attached for review and approval.

Attachment 1

Action: Approve summary

2. askHRgreen.org Community/Trailer Events

January 12 – Jam’n Jamz, Norfolk

January 25-27 – Virginia Flower and Garden Expo, Virginia Beach*

February 9-10 – Hampton Roads Home Show, Hampton

February 19 – Colonial Heritage Garden Club, Williamsburg/JCC

**Need volunteers for this event.*

Action: Based on discussion

3. Media & Promotions

The Committee will discuss the following media and promotional campaigns:

- New waste reduction campaign – slated for early 2019
- Back to basics recycling campaign – *moved to Fall 2019*
- Team Up 2 Clean Up – April
- askHRgreen social media branding campaign

- Green new year's resolutions – committee members to enhance campaign by sharing inspiration or personal resolutions via video.

Action: Based on discussion

4. Website Recycling Tool

HRPDC staff is working with Red Chalk Studios on build the locality-specific recycling tool on the askHRgreen.org website modeled after the “Recycle-by-City” website. Staff will provide any development updates that are available.

Action: Based on discussion

5. Grants

HRPDC staff will provide an update on the DEQ litter grant purchase of safety vests.

Action: Based on discussion

6. Promotional Materials

Auto litter bags have arrived and are available for pickup. Cutlery sets are currently on order.

Action: Contact HRPDC staff to schedule a time to pick up auto litter bags

7. Great American Cleanup 2019

The Committee should continue discussing the regional kickoff to the 2019 Great American Cleanup in partnership with Keep Virginia Beautiful planned for May 3 & 4. Localities:

- Project planning – at least one impactful, transformational project per day
- Potential sponsors/business volunteers – add to [Google spreadsheet](#)
- Allocation of proceeds

HRPDC/KVB:

- Webpage for volunteer/sponsor signups
- Honorary board invitations
- Outreach to potential sponsors
- News release development
- Coordination of celebration event(s)

Action: Based on discussion

8. Staff Reports

Budget – The current FY19 budget is attached.

Attachment 8

Action: Based on discussion

9. Roundtable Discussion & Locality Updates

Next Committee Meeting – The next scheduled meeting is February 12th in Chesapeake.

KRC/cm

askHRgreen.org: Recycling and Beautification Subcommittee:

John C. Barnes, VB	Fleta Jackson, NO
Dan Baxter, NN	Wayne Jones, SU
Kathy Bew-Jones, SM	DeAnna Lawrence, IW
Debbie Blanton, HA	Robin Moore, SU
Leslie Bowie, GL	Dawn Oleksy, JC
Jason Brown, CH	Russell Pace, FR
Roy Chesson, NN	Kristi Rines, VB
Mary Eason, CH	Tammy Rojek, WM
Deborah Everitt, NN	Erin Rountree, SU
Tonya Ford, VB	Rhonda Russell, SY
Megan Hale, CH	Craig Simmons, VB
Laurie Halperin, YK	Amos Taylor, PO
Evie Insley, PQ	Bodina Wright, PQ

askHRgreen.org: Recycling and Beautification Subcommittee Copy:

Shannon L. Alexander, A-NPDC	Roger Fournier, Goodwill
Michael G. Baum, KVB	Tracy Hofmeyer, VPPSA
Joe Benedetto, RDS	Ann Meadows, Bay Disposal
Donna Corbus, RDS	Kathy Russell, TFC Recycling
Sarah Dennis, RDS	Kevin Sluss, RDS
John Deuel, Green Quest	

HRPDC Staff:

Robert Crum	Keith Cannady
Katie Cullipher	Rebekah Eastep
Matt Smith	Beth Vandell