

February 6, 2019

Memorandum #2019-22

TO: askHRgreen.org: Recycling and Beautification Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting
February 12, 2019**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held on **Tuesday, February 12, 2019 at 11:00 a.m. in Board Room B** at the **HRPDC office** located at 723 Woodlake Drive, Chesapeake. **Lunch will be served.**

Please RSVP by Monday, February 11, 2019. R&B Subcommittee Meetings require representation from at least five member jurisdictions. Comments and suggestions based on this agenda package are welcome.

1. Straw Free Earth Day Campaign

Christina Trapani (Eco Maniac Co., Keep It Beachy Clean/Clean Virginia Waterways) will brief the Committee on a region-wide “Straw Free Earth Day” initiative. Last year, the successful campaign enlisted 35 restaurants in Virginia Beach.

Action: Based on discussion

2. Annual Regional Recycling Rate Report

HRPDC staff member Matt Smith will brief the Committee on the data collection process and potential improvements for the annual recycling rate report for southside localities. The report is due to DEQ in April.

Action: Based on discussion

3. Meeting Summary

The summary of the January meeting is attached for review and approval.

Attachment 3

Action: Approve summary

4. askHRgreen.org Community/Trailer Events

HRPDC staff will brief the Committee on recent repairs completed and estimates for body work as well as a new trailer wrap. The current event schedule is as follows:

February 9-10 – Hampton Roads Home Show, Hampton

February 19 – Colonial Heritage Garden Club, Williamsburg/JCC

March 9 – Community Association Day, Virginia Beach*

April 18 – Norfolk Naval Shipyard Earth Day Fair, Norfolk

April 20 – Virginia Living Museum Earth Day, Newport News

April 22 – TCC Cares Day, Chesapeake

June 23 – Elizabeth River Fest, Virginia Beach*

**Need volunteers for this event.*

Action: Based on discussion

5. Media & Promotions

The Committee will discuss the following media and promotional campaigns:

- New waste reduction media campaign – Jan 28 – Feb 10
- Team Up 2 Clean Up media campaign – first week of April
- Back to basics recycling campaign – *moved to Fall 2019*
- askHRgreen social media branding campaign - ongoing

Action: Based on discussion

6. Website Recycling Tool

HRPDC staff is working with Red Chalk Studios to build the locality-specific recycling tool on the askHRgreen.org website modeled after the “Recycle-by-City” website. Each locality should provide a complete listing of materials collected locally to be included in the new page/tool on the website.

Action: Based on discussion

7. Promotional Materials

Auto litter bags and reusable cutlery sets have arrived and are available for pickup. The Committee should also discuss a possible joint order of reusable straws with the Water Awareness Committee.

Attachment 7

Action: Based on discussion.

8. 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 - add to [Google spreadsheet](#)
- 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

9. Staff Reports

Budget – The current FY19 budget is attached.

Digital Marketing Report – HRDPC staff will review the monthly digital marketing report (attached).

Attachment 9A, 9B

Action: Based on discussion

10. Roundtable Discussion & Locality Updates

Next Committee Meeting – The next scheduled meeting is March 12 in Hampton.

KRC/cm

askHRgreen.org: Recycling and Beautification Subcommittee:

John C. Barnes, VB

Dan Baxter, NN

Kathy Bew-Jones, SM

Debbie Blanton, HA

Leslie Bowie, GL

Jason Brown, CH

Roy Chesson, NN

Mary Eason, CH

Deborah Everitt, NN

Tonya Ford, VB

Megan Hale, CH

Laurie Halperin, YK

Evie Insley, PQ

Fleta Jackson, NO

Wayne Jones, SU

DeAnna Lawrence, IW

Robin Moore, SU

Dawn Oleksy, JC

Russell Pace, FR

Kristi Rines, VB

Tammy Rojek, WM

Erin Rountree, SU

Rhonda Russell, SY

Craig Simmons, VB

Amos Taylor, PO

Bodina Wright, PQ

askHRgreen.org: Recycling and Beautification Subcommittee Copy:

Shannon L. Alexander, A-NPDC

Michael G. Baum, KVB

Joe Benedetto, RDS

Sarah Dennis, RDS

John Deuel, KVB

Roger Fournier, Goodwill

Tracy Hofmeyer, VPPSA

Kathy Russell, TFC Recycling

Kevin Sluss, RDS

HRPDC Staff:

Robert Crum

Katie Cullipher

Matt Smith

Keith Cannady

Rebekah Eastep

Beth Vandell