

March 7, 2019

Memorandum #2019-38

TO: askHRgreen.org: Recycling and Beautification Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

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

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held on **Tuesday, March 12, 2019 at 11:00 a.m.** on the **5th floor** of **Hampton City Hall** in the **Canty Conference Room**.

Please RSVP by Monday, March 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. Meeting Summary

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

Attachment 1

Action: Approve summary

2. 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:

3/9	CA Day	Virginia Beach
3/20	Las Gaviotas Green Forum	Chesapeake
3/23 - 3/24	Mid Atlantic Home & Outdoor Living Show*	Virginia Beach
4/6	Hampton Touch a Truck	Hampton
4/6	Southern Chesapeake Community Day	Chesapeake
4/6-4/7	Williamsburg Home Show	Williamsburg
4/14	Wings & Things Spring Fling	Portsmouth
4/16	Anthem Eco Fair	Virginia Beach
4/18	Anthem Eco Fair	Norfolk

4/18	Norfolk Naval Shipyard Earth Day Fair	Norfolk
4/20	Virginia Living Museum Earth Day	Newport News
4/22	TCC Cares	Chesapeake
4/23	VA AWWA 30th Annual Water Distribution Seminar and Utility Rodeo	Norfolk
4/27	Celebrate the Park	Newport News
4/28	Stand Up Rally and Expo	Williamsburg
5/23	City of Virginia Beach Public Works Employee Picnic	Virginia Beach
5/31	CARE and Wellness day	Chesapeake
6/23	Elizabeth River Fest*	Virginia Beach
10/10 - 10/13	Peanut Festival	Suffolk
10/12	Lynnhaven River Now Fall Festival*	Virginia Beach

**Need volunteers to help staff this event.*

Action: Based on discussion

3. Media & Promotions

The Committee will discuss the following media and promotional campaigns.

- Waste reduction media campaign – Jan 28 – Feb 10
- Team Up 2 Clean Up media campaign – new radio & video planned for week of April 1-7 – Committee will review the new creative together.
- askHRgreen social media branding campaign - ongoing

Action: Based on discussion

4. Website Recycling Tool

HRPDC staff will provide an update on the status of the locality-specific recycling tool to be built on the askHRgreen.org website modeled after the “Recycle-by-City” website.

Attachment 4

Action: Based on discussion

5. Straw Free Earth Day Campaign

The Committee should continue discussing plans to promote a regional Straw-free Earth Day campaign in partnership with Keep It Beachy Clean. Last year, the successful campaign enlisted 35 restaurants in Virginia Beach. Committee members should provide an update on restaurants to target in their respective localities.

Action: Based on discussion

6. Promotional Materials

Auto litter bags and reusable cutlery sets have arrived and are available for pickup for any who have not yet made arrangements. Reusable straws are also on order as a joint purchase with the Water Awareness Committee.

Attachment 6

Action: Based on discussion.

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 - 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/event promotions

Action: Based on discussion

8. Staff Reports

Budget – The current FY19 budget is attached.

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

Attachment 8A, 8B

Action: Based on discussion

9. Roundtable Discussion & Locality Updates

Next Committee Meeting – The next scheduled meeting is April 9 at the HRPDC office 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	Craig Simmons, VB
Megan Hale, CH	Amos Taylor, PO
Laurie Halperin, YK	Bodina Wright, PQ
Evie Insley, PQ	

askHRgreen.org: Recycling and Beautification Subcommittee Copy:

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

HRPDC Staff:

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