

April 3, 2019

**Memorandum #2019-57**

**TO: askHRgreen.org: Recycling and Beautification Subcommittee**

**BY: Katie Cullipher, Principal Environmental Education Planner**

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting  
April 9, 2019**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held on **Tuesday, April 9, 2019 at 11:00 a.m.** in **HRPDC Board Room A** of The Regional Building located at **723 Woodlake Drive, Chesapeake.**

**Please RSVP by Monday, April 8, 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 March meeting is attached for review and approval.

**Attachment 1**

**Action:** Approve summary

**2. 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. Local artist Sam Hundley will be in attendance to talk with the group about a special project using objects found during the cleanups.

*Locality Tasks:*

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

*HRPDC/KVB Tasks:*

- Webpage & event calendar coordination
- Honorary board correspondence

- Outreach to potential sponsors/volunteers
- Event promotions – PR, social media, etc.

**Action:** Based on discussion

### 3. askHRgreen.org Community/Trailer Events

The current listing of outreach events is as follows:

4/6	Hampton Touch a Truck	Hampton
4/6	Southern Chesapeake Community Day	Chesapeake
4/14	Wings & Things Spring Fling	Portsmouth
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
4/27	Community Empowerment Day	Newport News
4/28	Stand Up Rally and Expo	Williamsburg
5/3-5/4	Team Up 2 Clean Up - Great American Cleanup	All of Hampton Roads
5/8	City of Virginia Beach Public Utilities Employee Picnic	Virginia Beach
5/11	Virginia Landscapes Exhibition at the Peninsula Fine Arts Center	Newport News
5/16	Sensible Seafood Fest	Virginia Beach
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

### 4. 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. The signup is live at [www.KeepItBeachyClean.org/strawfree](http://www.KeepItBeachyClean.org/strawfree) and restaurant supplies (table tents, window clings, menu cards, and paper straws) have been ordered. Committee members should discuss local outreach to encourage restaurant participation and coordination to arrange for special viewings of the *Straws* documentary film during the week leading up to Earth Day.

#### Attachment 4

**Action:** Based on discussion

## **5. Media Campaigns**

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 – April 1-7 – radio & social media
- askHRgreen social media branding campaign - ongoing

**Action:** Based on discussion

## **6. Website Recycling Tool**

The Committee should review the attached matrix and discuss any recent changes to be incorporated into the locality-specific recycling tool to be built on the askHRgreen.org website. Upon final approval, HRPDC staff will work with Red Chalk to begin development.

### **Attachment 6**

**Action:** Based on discussion

## **7. Promotional Materials**

Stainless steel reusable straws (5,000) are currently on order as a joint purchase with the Water Awareness Committee.

**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 May 14 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  
Samantha McNeil, YK  
Robin Moore, SU  
Dawn Oleksy, JC  
Russell Pace, FR  
Kristi Rines, VB  
Tammy Rojek, WM  
Erin Rountree, SU  
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  
Donna Corbus, 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