

MEMBER
JURISDICTIONS

September 6, 2018

CHESAPEAKE

Memorandum #2018-107

FRANKLIN

TO: askHRgreen.org: Recycling and Beautification Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

GLOUCESTER

RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting - September 11, 2018

HAMPTON

ISLE OF WIGHT

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held on **Tuesday, September 11, 2018 at 11:00 a.m.** The meeting will be held in the **Parks & Rec Canty Conference Room** on the **5th floor of the Hampton City Hall Building** located at 22 Lincoln Street, Hampton, VA.

JAMES CITY

NEWPORT NEWS

Please RSVP by Monday, September 10, 2018. R&B Subcommittee Meetings require representation from at least five member jurisdictions. Comments and suggestions based on this agenda package are welcome.

NORFOLK

POQUOSON

1. Meeting Summary

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

PORTSMOUTH

Attachment 1

SMITHFIELD

Action: Approve summary.

SOUTHAMPTON

2. askHRgreen.org Community/Trailer Events

September 8 – Newport News Go Green Festival

September 13-16 – Isle of Wight County Fair, Windsor

September 15 – Master Gardeners Fall Festival, Virginia Beach

September 29 – James Riverfest, Williamsburg/James City County

October 1 & 5 – Virginia State Fair, Doswell, VA*

October 4-7 – Peanut Festival, Suffolk

November 13 – Anthem Eco Fair, Virginia Beach

November 15 – Anthem Eco Fair, Norfolk

**Need volunteers for this event.*

VIRGINIA BEACH

WILLIAMSBURG

Action: Based on discussion.

YORK

3. Media & Promotions

The Committee will discuss updates related to the “Write as Rain” sidewalk messaging campaign currently underway (news release attached). The Committee will also discuss media campaign priorities for this year to be included in the media/PR budget and planning process. The ideas discussed at the August meeting include:

- PR push around America Recycles Day (ideas include development of Op-Ed and social media push regarding contamination)
- Waste Reduction campaign (focusing on the Three Rs)
- Back to Basics recycling message (paper, bottles, cans)
- askHRgreen social media campaign

Attachment 3

Action: None.

4. Regional Cigarette Litter Prevention Project

The Committee should continue to discuss next steps for the KVB 30-in-30 grant funds received.

Action: Based on discussion.

5. Promotional Materials

The Committee will review quotes for auto litter bags and discuss any additional promotional item needs.

Action: Based on discussion.

6. 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. Mike Baum will participate in the discussion to provide updates and discuss next steps.

Action: Based on discussion.

7. Staff Reports

Budget – The current FY19 budget is attached. Also attached is the draft FY20 Committee budget that was distributed in August.

Attachment 7A, 7B

Action: The Committee should approve an FY20 budget to be endorsed by all localities for inclusion in the HRPDC FY20 budget.

8. Roundtable Discussion & Locality Updates

Next Committee Meeting – The next scheduled meeting is October 9 in Chesapeake.

krc/sl

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
Roy Chesson, NN	Russell Pace, FR
Mary Eason, CH	Kristi Rines, VB
Deborah Everitt, NN	Tammy Rojek, WM
Tonya Ford, VB	Erin Rountree, SU
Tyrone W. Franklin, SY	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:

Michael G. Baum, KVB	Roger Fournier, Goodwill
Joe Benedetto, RDS	Tracy Hofmeyer, VPPSA
Clay Bernick, HRPDC	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	Rebekah Eastep
Katie Cullipher	Keith Cannady
Beth Vandell	Matt Smith