

MEMBER  
JURISDICTIONS

October 3, 2018

CHESAPEAKE

**Memorandum #2018-120**

FRANKLIN

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

GLOUCESTER

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

HAMPTON

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting - October 9, 2018**

ISLE OF WIGHT

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held on **Tuesday, October 9, 2018** at **11:00 a.m.** The meeting will be held in the **Board Room A** at the **HRPDC Office** located at 723 Woodlake Drive, Chesapeake, VA.

JAMES CITY

NEWPORT NEWS

**Please RSVP by Friday, October 5, 2018.** R&B Subcommittee Meetings require representation from at least five member jurisdictions. Comments and suggestions based on this agenda package are welcome.

NORFOLK

**1. Meeting Summary**

POQUOSON

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

PORTSMOUTH

Attachment 1

SMITHFIELD

**Action:** Approve summary.

SOUTHAMPTON

**2. askHRgreen.org Community/Trailer Events**

SUFFOLK

October 4-7 – Peanut Festival, Suffolk

October 6 – Lynnhaven River Now Fall Festival, Virginia Beach\*

October 6 – Elizabeth RiverFest, Chesapeake\*

SURRY

October 19-25 – HII Environment, Health & Safety Fair, Newport News

November 8 – Canon Safety & Environmental Fair, Newport News

November 10 – Litter & Recycling Expo, James City County

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. The Committee should also continue the discussion of the following campaign priorities for this year:

- PR push for America Recycles Day
  - Op-ed development
  - Social media postings regarding contamination
- Waste Reduction campaign (focusing on reduce & reuse)
- Back to Basics recycling message (paper, bottles, cans)
- askHRgreen social media campaign

**Action:** Based on discussion.

### 4. Regional Cigarette Litter Prevention Project

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

**Action:** Based on discussion.

### 5. Promotional Materials

The Committee will review a variety of potential “zero-waste” promotional items and sample pricing.

**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. Below is a link to the business contact document to be used to track business contacts, volunteer participation, and sponsorships.

<https://docs.google.com/spreadsheets/d/1v0lpJw0bql4jN9S9iQjBTAQqyNoml0zZYQbhJgFCI0I/edit?usp=sharing>

**Action:** Based on discussion.

### 7. Staff Reports

**Budget** – The current FY19 budget is attached. Also attached is the FY20 budget that was distributed for endorsement in September.

Attachment 7A, 7B

**Action:** Based on discussion.

## 8. Roundtable Discussion & Locality Updates

**Next Committee Meeting** – The next scheduled meeting is November 13 in Hampton.

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
Megan Hale, CH	Rhonda Russell, SY
Laurie Halperin, YK	Craig Simmons, VB
Evie Insley, PQ	Amos Taylor, PO
	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