

MEMBER
JURISDICTIONS

November 7, 2018

CHESAPEAKE

Memorandum #2018-136

FRANKLIN

TO: askHRgreen.org: Recycling and Beautification Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

GLOUCESTER

RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting – November 13, 2018

HAMPTON

ISLE OF WIGHT

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held on **Tuesday, November 13, 2018 at 11:00 a.m. in Room 210 at Goodwill's Hampton office** located at **1911 Saville Row, Hampton, VA 23666.**

JAMES CITY

Please RSVP by Friday, November 9, 2018. R&B Subcommittee Meetings require representation from at least five member jurisdictions. Comments and suggestions based on this agenda package are welcome.

NEWPORT NEWS

NORFOLK

1. Meeting Summary

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

POQUOSON

Attachment 1

PORTSMOUTH

Action: Approve summary.

SMITHFIELD

2. askHRgreen.org Community/Trailer Events

November 8 – Canon Safety & Environmental Fair, Newport News

November 13 – Anthem Eco Fair, Virginia Beach

November 15 – Anthem Eco Fair, Norfolk

February 9-10 – Hampton Roads Home Show, Hampton

SOUTHAMPTON

SUFFOLK

Action: Based on discussion.

SURRY

3. Media & Promotions

The Committee will review the media plan and budget breakdown for the year and continue discussion of the following campaign priorities:

VIRGINIA BEACH

WILLIAMSBURG

- PR push for America Recycles Day
 - Op-ed & Social Media postings re: contamination
- *New Campaign:* Waste Reduction campaign (focusing on reduce & reuse)

YORK

- *New Campaign:* Back to Basics recycling message (paper, bottles, cans)
 - Enhanced recycling by locality section on askHRgreen site
- Team Up 2 Clean Up
 - Promotion of GAC events May 3-4
- askHRgreen social media branding campaign
 - November
 - “I am thankful for...” asking people to comment about what they’re thankful for. Videos to post from Committee members: “What are you most thankful for?”
 - Need from Committee: “What are your favorite Thanksgiving traditions?” – we’ll compile these and make compilation video to post prior to Thanksgiving.
 - December
 - Green holiday practices – slideshow videos highlighting will be posted of green practices for food, wrapping, gifting, tree disposal, etc.
 - Videos to post from Committee members: “favorite green gift ideas”

Attachment 3

Action: Based on discussion.

4. Grants

The Committee should continue to discuss next steps for execution of the KVB 30-in-30 grant funds received for cigarette litter prevention projects. The Committee should also discuss how best to allocate the new \$3,000 DEQ litter grant funds received. Attached is the initial application and budget request.

Attachment 4

Action: Based on discussion.

5. Promotional Materials

The Committee will review pricing and options for the previously requested “zero-waste” promotional items.

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 Google Doc for tracking business contacts for volunteer participation and sponsorships.

<https://docs.google.com/spreadsheets/d/1v0lpJw0bq14JN9S9iQjBTAQqyNoml0zZYQbhJgFCIOI/edit?usp=sharing>

Attachment 6

Action: Based on discussion.

7. Staff Reports

Budget – The current FY19 budget is attached.

Attachment 7

Action: Based on discussion.

8. Roundtable Discussion & Locality Updates

Next Committee Meeting – The next scheduled meeting is December 11 in Chesapeake. It will be the Committee's annual potluck holiday meeting.

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
Katie Cullipher
Beth Vandell

Rebekah Eastep
Keith Cannady
Matt Smith