

MEMBER
JURISDICTIONS

December 5, 2018

CHESAPEAKE

Memorandum #2018-146

FRANKLIN

TO: askHRgreen.org: Recycling and Beautification Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

GLOUCESTER

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

HAMPTON

ISLE OF WIGHT

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held on **Tuesday, December 11, 2018 at 11:00 a.m.** in **Board Room A** at the **HRPDC office** located at 723 Woodlake Drive, Chesapeake, VA 23320. This meeting is the Committee's annual holiday potluck. Please bring a dish to share.

JAMES CITY

NEWPORT NEWS

Please RSVP by Monday, December 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 November meeting is attached for review and approval.

PORTSMOUTH

Attachment 1

SMITHFIELD

Action: Approve summary

SOUTHAMPTON

2. askHRgreen.org Community/Trailer Events

December 14 – Continental Automotive Energy & Envir. Day, Newport News

February 9-10 – Hampton Roads Home Show, Hampton

February 19 – Colonial Heritage Garden Club, Williamsburg/JCC

SUFFOLK

SURRY

Action: Based on discussion

VIRGINIA BEACH

3. Media & Promotions

The Committee will discuss the following media and promotional campaigns:

WILLIAMSBURG

YORK

- New waste reduction campaign – slated for early 2019
- Back to basics recycling campaign – Feb/March

- Team Up 2 Clean Up – April
- askHRgreen social media branding campaign
 - Green holiday practices – committee members to enhance campaign by sharing green holiday practices and green gift ideas

Action: Based on discussion.

4. Website Recycling Tool

In November, the Committee discussed having RCS build a website tool to help citizens easily find locality-specific recycling information (modeled after the “Recycle by City” site) – see attached. The Committee will discuss their review of existing functionality and decide how best to move forward regionally.

Attachment 4

Action: Based on discussion

5. Grants

In November, the Committee agreed to spend the \$3,000 DEQ litter grant funds received entirely on safety vests. HRPDC staff will share DEQ’s response to our request for approval.

Action: Based on discussion

6. Promotional Materials

HRPDC staff will purchase 2,000 reusable cutlery sets upon receiving a majority vote of approval (9 votes) from the Committee.

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
- 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 development – mid-January timeframe
- Coordination of celebration event

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 January 8 in Hampton.

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	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
Donna Corbus, RDS	Ann Meadows, Bay Disposal
Sarah Dennis, RDS	Kathy Russell, TFC Recycling
John Deuel, Green Quest	Kevin Sluss, RDS

HRPDC Staff:

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