

May 6, 2020

Memorandum #2020-52

TO: askHRgreen.org: Recycling and Beautification Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting
May 12, 2020**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held **via Zoom on Tuesday, May 12, 2020 at 2:00 p.m.** Participants can join the meeting using the following credentials:

<https://us02web.zoom.us/j/89426951053?pwd=ZXRMQitkcjJ4OW9ZUHpvQ09uYjRkZz09>

Meeting ID: 894 2695 1053

Password: 722148

Please RSVP by Monday, May 11, 2020. R&B Subcommittee meetings require representation from at least five member jurisdictions.

Public comments and suggestions based on this agenda package should be submitted in advance to kcullipher@hrpdca.gov.

Attachments

RE/cm

askHRgreen.org: Recycling and Beautification Subcommittee:

John C. Barnes, VB
Dan Baxter, NN
Kathy Bew-Jones, SM
Debbie Blanton, HA
Jason Brown, CH
Deborah Everitt, NN
Tonya Ford, VB
Megan Hale, CH
Laurie Halperin, YK
Jim Hill, JC
Evie Insley, PQ
Fleta Jackson, NO
Wayne Jones, SU

DeAnna Lawrence, IW
Samantha McNeil, YK
Robin Moore, SU
Russell Pace, FR
Kristi Rines, VB
Tammy Rojek, WM
Erin Rountree, SU
Craig Simmons, VB
Sarah Sterzing, NO
Amos Taylor, PO
Elisabeth Wilkins, GL
Bodina Wright, PQ

askHRgreen.org: Recycling and Beautification Subcommittee Copy:

Shannon L. Alexander, A-NPDC
Michael G. Baum, KVB
Joe Benedetto, RDS
Roger Fournier, Goodwill
Tracy Hofmeyer, VPPSA

Tracy Hofmeyer, VPPSA
Mike Kelley, SPSA
Esi Langston, NO
Kathy Russell, TFC Recycling
Henry Strickland, SPSA

HRPDC Staff:

Robert Crum
Katie Cullipher
Matt Smith

Keith Cannady
Rebekah Eastep

AGENDA
MEETING OF THE
ASKHRGREEN.ORG: RECYCLING & BEAUTIFICATION SUBCOMMITTEE
MAY 12, 2020
2:00 PM

The purpose of the R&B Subcommittee shall be to promote litter control, recycling, beautification and general environmental awareness through educational projects designed to reach all sectors of our regional community.

1. Public Comments

2. Meeting Summary

The summary of the March meeting is attached for review and approval. Summary highlights include:

- Regional tour of Sam Hundley artwork – final visit planned for Gloucester in April/May.
- Final preparations for regional GAC Team Up 2 Clean Up events March 27-28; KAB and Earth Day Network dignitaries to be in attendance highlighting Hampton Roads as national launch site with potential funding available to support the initiative – possible brewery event to be planned; need to identify spotlight events for site visits each day; monitoring coronavirus and possible impacts.
- Earth Day 2020 / 50th Anniversary – “50 ways to celebrate Earth Day” checklist for promotion; Christina Trapani was in attendance to discuss another regional promotion of “Straw-free Earth Day” and possible coronavirus implications: “bring your own straw” messaging. Supplies are available for pickup from HRPDC.
- DEQ Litter Grant – All materials (except vests) for the litter lending kits have arrived and were distributed to committee members in attendance.
- Promotional materials – the Committee discussed the distribution of items based on funding formula; changes to budget formula require unanimous approval and would take effect starting in FY22 so consideration should be made during that budget discussion. Committee members were encouraged to take inventory of supplies for potential trading with other localities.

Attachment 1

Action: Approve summary

3. askHRgreen.org Outreach Events

The current listing of events is as follows.

6/6	Arlo's Shed Radio Promotion	Chesapeake
6/13	RiverFest*	Chesapeake
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
TBD	SEVA CAI Community Association Day	Virginia Beach

**Volunteers will be needed to support attending this event.*

Action: Based on discussion

4. Great American Cleanup 2020

The Committee should discuss GAC Team Up 2 Clean Up event plans post COVID-19. The 2020 GAC planning doc (as of March) is attached and available at the link below for the group's discussion.

<https://docs.google.com/spreadsheets/d/1EY-c0sn1UyXLci3VWwEBy0v5k1XSS2xIsKMQErD21Ck/edit?usp=sharing>

Attachment 4

5. FY21 Priorities

The Committee should discuss key messaging and priorities for FY21, including budget allocations. Focal areas to consider include regional recycling outreach, GAC/Team Up 2 Clean Up regional coordination/promotion, cigarette litter prevention initiatives, bus stop anti-litter campaign, etc. The final FY21 budget, as approved in October, is attached for reference.

Attachment 5

Action: Based on discussion

6. Grants

DEQ Competitive Litter Prevention & Recycling Grant – The litter lending kit materials are available for pickup from the HRPDC by appointment. The Committee should discuss a rollout plan post COVID-19.

KVB 30-in-30 Grant – The attached grant application was submitted for a “Big Butts” public art and outreach project.

Attachment 6

Action: Based on discussion

7. Special Election & Nominations

With Dawn Oleksy’s departure from James City County, Craig Simmons (Virginia Beach) assumes the position of Chairperson, leaving a vacancy in the Vice Chairperson position. Per the Committee’s bylaws (attached), a special election should be held to fill the vacancy. May is also when nominations are typically made for the regular Vice Chairperson election in June.

Attachment 7

Action: Elect FY20 Vice Chairperson and consider FY21 nominations.

8. Staff Reports

The current **FY20 budget** is attached for review.

The **monthly digital marketing reports** are attached for March and April.

Attachment 8A, 8B, 8C

Action: Based on discussion

9. Roundtable Discussion & Locality Updates

Next Committee Meeting – The next regularly scheduled meeting is June 9. This would typically take place at the HRPDC office in Chesapeake but may be held virtually.