

May 9, 2019

Memorandum #2019-76

TO: askHRgreen.org: Recycling and Beautification Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting
May 14, 2019**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held on **Tuesday, May 14, 2019 at 11:00 a.m.** on the **5th floor** of **Hampton City Hall** in the **Canty Conference Room**.

Please RSVP by Monday, May 13, 2019. R&B Subcommittee Meetings require representation from at least five member jurisdictions. Comments and suggestions based on this agenda package are welcome.

KRC/cm

Attachments

askHRgreen.org: Recycling and Beautification Subcommittee:

John C. Barnes, VB
Dan Baxter, NN
Kathy Bew-Jones, SM
Debbie Blanton, HA
Leslie Bowie, GL
Jason Brown, CH
Roy Chesson, NN
Mary Eason, CH
Deborah Everitt, NN
Tonya Ford, VB
Megan Hale, CH
Laurie Halperin, YK
Evie Insley, PQ

Fleta Jackson, NO
Wayne Jones, SU
DeAnna Lawrence, IW
Samantha McNeil, YK
Robin Moore, SU
Dawn Oleksy, JC
Russell Pace, FR
Kristi Rines, VB
Tammy Rojek, WM
Erin Rountree, SU
Craig Simmons, VB
Amos Taylor, PO
Bodina Wright, PQ

askHRgreen.org: Recycling and Beautification Subcommittee Copy:

Shannon L. Alexander, A-NPDC
Michael G. Baum, KVB
Joe Benedetto, RDS
Donna Corbus, RDS
Sarah Dennis, RDS
John Deuel, KVB

Roger Fournier, Goodwill
Tracy Hofmeyer, VPPSA
Mike Kelley, SPSA
Kathy Russell, TFC Recycling
Kevin Sluss, RDS
Henry Stickland, SPSA

HRPDC Staff:

Robert Crum
Katie Cullipher
Matt Smith

Keith Cannady
Rebekah Eastep
Beth Vandell

AGENDA
MEETING OF THE
ASKHRGREEN.ORG: RECYCLING & BEAUTIFICATION SUBCOMMITTEE
MAY 15, 2019
11:00 AM

1. Meeting Summary

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

Attachment 1

Action: Approve summary

2. askHRgreen.org Outreach

The current listing of events is as follows:

| | | |
|---------------|--|---------------------|
| 5/11 | Virginia Landscapes Exhibition at the Peninsula Fine Arts Center | Newport News |
| 5/16 | Sensible Seafood Fest | Virginia Beach |
| 5/18 | <i>Family Day at Newport News Shipyard</i> | <i>Newport News</i> |
| 5/23 | City of Virginia Beach Public Works Employee Picnic | Virginia Beach |
| 5/31 | CARE and Wellness day | Chesapeake |
| 6/2 | Colonial Coast Girl Scout World Environment Day | Chesapeake |
| 6/6 | NASA Langley Safety & Health Expo | Hampton |
| 6/23 | Elizabeth River Fest | Virginia Beach |
| 6/28 | TGIF Summer Concert Series | Suffolk |
| 8/9 | TGIF Summer Concert Series | Suffolk |
| 9/28 | Bow Creek Block Party | Virginia Beach |
| 10/10 - 10/13 | Peanut Festival | Suffolk |
| 10/12 | Lynnhaven River Now Fall Festival | Virginia Beach |

Action: Based on discussion

3. Straw-Free Earth Day Campaign

The Committee should recap the Straw-Free Earth Day campaign and discuss continuing this initiative moving forward.

Action: Based on discussion

4. Great American Cleanup 2019 Project Wrap-up

Committee members will discuss results from the regionally coordinated Great American Cleanup events from May 3&4. HRPDC staff is preparing cumulative reports and coordinating collected materials with artist Sam Hundley. Committee members should

provide any feedback/observations about the project from their perspective and discuss how the effort could be improved in the future.

Action: Based on discussion

5. Media Campaigns

The Committee will review and discuss the April Team Up 2 Clean Up campaign results if they are available.

- Waste reduction media campaign – Jan 28 – Feb 10 – radio & digital
- Team Up 2 Clean Up media campaign – April 1-7 – radio & social media only
- askHRgreen social media branding campaign - ongoing

Action: Based on discussion

6. Website Recycling Tool

The Committee should revisit development of the website recycling tool as local contracts are being finalized. The attached matrix was last updated in March and may now need revisions before development can begin on the askHRgreen.org website. Upon final approval, HRPDC staff will work with Red Chalk to begin development.

Attachment 6

Action: Based on discussion

7. Promotional Materials

The Committee's purchase of 5,000 stainless steel reusable straws (5,000) arrived and they are now available for pickup. Committee members are encouraged to make arrangements to pick up their supplies when convenient.

Attachment 7

Action: Coordinate with HRPDC staff to pick up reusable straws.

8. FY20 Budget Allocations

The approved FY20 budget is attached for review. Committee members should discuss how to allocate funds for priority projects in the coming fiscal year.

Attachment 8

Action: Based on discussion

9. Staff Reports

Budget – The current FY19 budget is attached.

Committee Leadership – The June meeting is when the Committee elects the new Chair/Vice Chair positions. Committee members should begin thinking about nominations to vote on in June.

Digital Marketing Report – HRDPC staff will review the monthly digital marketing report.

Attachments 9A, 9B

Action: Based on discussion

10. Roundtable Discussion & Locality Updates

Next Committee Meeting – The next scheduled meeting is June 11 at the HRPDC office in Chesapeake.