

June 4, 2020

**Memorandum #2020-64**

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

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

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting  
June 9, 2020**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held **via Webex on Tuesday, June 9, 2020 at 10:30 a.m.** Participants can join the meeting using the following credentials:

**Join by computer:** <https://pdc-tpo-staff.my.webex.com/pdc-tpo-staff.my/j.php?MTID=mef82a6073a54d7c88917eacc7af34b38>

-or-

**Join by phone:** +1-408-418-9388 United States Toll

Meeting number: 126 125 1351

Password: Recycle (7329253 from phones and video systems)

**Please RSVP by Monday, June 8, 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@hrpdcva.gov](mailto:kcullipher@hrpdcva.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

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**  
**JUNE 9, 2020**  
**10:30 AM**

*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 May 12 meeting is attached for review and approval. Summary highlights include:

- With Dawn Oleksy leaving James City County and the role of Committee Chair, Craig Simmons now assumes the position. Samantha McNeil of York County was nominated and elected to the position of Vice-Chair to fill that vacancy for June and the FY21 fiscal year.
- The Committee discussed how to move forward with GAC cleanup events. KVB recommended selected new dates, HRPDC staff will send out a poll with potential dates for committee members to weigh in.
- The Committee discussed FY21 priorities. Regional recycling messaging rose to the top to address getting back to the basics with messaging, addressing contamination issues and public skepticism of recycling programs. A short video series could be a way to create a library of resources for all localities to use and grant funding could be used to support. Other potential initiatives include: Great American Cleanup (fall and spring), “Big Butts” cigarette litter outreach/awareness campaign, HRT bus stop litter prevention campaign, and a general litter prevention messaging/education.
- DEQ Litter Grant – HRPDC staff will submit the summary report for the library lending litter kit program and submit a FY21 application for the recycling video production by the July 15 deadline.

Attachment 1

**Action:** Approve summary

### 3. askHRgreen.org Outreach Events

The current listing of events is as follows.

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
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 continue to discuss GAC Team Up 2 Clean Up event plans for the fall. HRPDC staff will provide information on the results of the survey and a final date should be selected. KAB recently announced the 2020 GAC would resume in accordance with local health guidance as of June 1 and run through October 18 (with an Earth Day 50 focus in September).

### 5. FY21 Priorities

The Committee should continue discussing key messaging and priorities for FY21. Topics include regional recycling messaging, cigarette litter outreach, general litter prevention outreach, bus stop litter prevention.

**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. HRPDC staff will be submitting another application for recycling videos prior to the July 15 deadline.

KVB 30-in-30 Grant – HRPDC staff will provide any updates on the “Big Butts” public art and outreach project submitted for KVB’s grant program.

**Action:** Based on discussion

### 7. Staff Reports

The current FY20 budget is attached for review. Also attached is the FY21 draft budget allocations for review and discussion.

Attachment 7A, 7B

**Action:** Based on discussion

## **8. Roundtable Discussion & Locality Updates**

**Next Committee Meeting** – The next regularly scheduled meeting is July 14.