

July 8, 2020

**Memorandum #2020-81**

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

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

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting  
July 14, 2020**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting is scheduled for **Tuesday, July 14, 2020 at 11:00 a.m.**

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the subcommittee members, staff, and the general public, the askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held electronically via Zoom. Participants can join the meeting using the following credentials:

**Join by computer:**

<https://us02web.zoom.us/j/85384322255?pwd=NFBDN29WZGtndWc2M1B1cy8wUzBFdz09>

-or-

**Join by phone:** 1-929-205-6099 US Toll

Meeting ID: 853 8432 2255

Password: 372948

**Please RSVP by Monday, July 13, 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](mailto: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

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**  
**JULY 14, 2020**  
**11:00 AM**

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the subcommittee members, staff, and the general public, the askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held electronically via Zoom.

*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 June 9 meeting is attached for review and approval. Summary highlights include:

- At the start of FY21, the askHRgreen trailer will be moved from Suffolk Utilities to Newport News Waterworks for storing/transporting to and from events.
- The new GAC dates are September 18-19, coordinating with the International Coastal Cleanup and the 2020 United Way Day of Caring. HRPDC staff will update the flyer and get the website registration page updated. Committee members should begin coordinating events in their localities and consider “save the date” emails to previous volunteers.
- The Committee discussed FY21 priorities and resource allocation. At the top of the list is a regional recycling campaign to include a three-part video series and additional supporting resources (updated brochure/rack card, poster, etc., revised Recycle More, Trash Less logo). The Committee agreed to dedicate \$20K of media funds to this initiative and apply for DEQ Competitive Litter & Recycling grant funds to help supplement the cost. The three-part videos would focus on (1) the journey of recycling, (2) back to the basics of what is recyclable everywhere, and (3) contamination. Additional message priorities include the “Big butts” cigarette litter prevention outreach initiative, Great American Cleanup (fall and spring) and general litter prevention.
- Grants – 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. The KVB 30 for 30 grant application was submitted previously.

Attachment 2

**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         |
| <del>10/8-10/14</del> | <del>Suffolk Peanut Festival</del>                       | <del>Suffolk</del> |
| 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     |
| 3/27-3/28             | 2021 Daffodil Festival                                   | Gloucester         |
| 6/19                  | RiverFest  |                    |

*\*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 September 18-19. The revised flyer is attached and volunteer registration is once again live on the website here: <https://askhrgreen.org/programs/great-american-cleanup/>

Attachment 4

**Action:** Coordination of local cleanup events and volunteer recruitment

### 5. Regional Recycling Roundtable

The Committee should continue discussing regional recycling outreach and education efforts as outlined at the June meeting. Members from the Chesapeake Environmental Improvement Council (CEIC) and Norfolk Environmental Commission (NEC) have been invited to share in the conversation.

**Action:** Based on discussion

### 6. Grants Update

DEQ Competitive Litter Prevention & Recycling Grant – The litter lending kit materials are available for pickup from the HRPDC by appointment. HRPDC staff is working on the project summary report for that grant and will submit the application for supporting the regional recycling education program by the July 15 submission deadline.

KVB 30-in-30 Grant – We have received \$500 from KVB for the “Big Butts” public art and outreach project. The Committee should discuss a plan to gather materials and volunteers for a “big butts building workshop.” The original application and award announcement are attached for reference.

Attachment 6A, 6B

**Action:** Based on discussion

**7. Staff Reports**

The current FY21 budget is attached for review.

Attachment 7

**Action:** Based on discussion

**8. Roundtable Discussion & Locality Updates**

**Next Committee Meeting** – The next regularly scheduled meeting is August 11.