

March 6, 2020

Memorandum #2020-42

TO: askHRgreen.org: Recycling and Beautification Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting
March 10, 2020**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held on **Tuesday, March 10, 2020 at 11:00 a.m. in Board Room A** at the **HRPDC office** located at **723 Woodlake Drive, Chesapeake, VA 23320**. *Interested committee members are invited to stay after the meeting for a discussion about formulating a regional bus stop litter campaign. Lunch will be provided.*

Please RSVP by Monday, March 9, 2020. R&B Subcommittee meetings require representation from at least five member jurisdictions.

Comments and suggestions based on this agenda package are welcome.

Attachments

RE/cm

askHRgreen.org: Recycling and Beautification Subcommittee:

John C. Barnes, VB	DeAnna Lawrence, IW
Dan Baxter, NN	Samantha McNeil, YK
Kathy Bew-Jones, SM	Robin Moore, SU
Debbie Blanton, HA	Dawn Oleksy, JC
Jason Brown, CH	Russell Pace, FR
Deborah Everitt, NN	Kristi Rines, VB
Tonya Ford, VB	Tammy Rojek, WM
Megan Hale, CH	Erin Rountree, SU
Laurie Halperin, YK	Craig Simmons, VB
Evie Insley, PQ	Amos Taylor, PO
Fleta Jackson, NO	Elisabeth Wilkins, GL
Wayne Jones, SU	Bodina Wright, PQ

askHRgreen.org: Recycling and Beautification Subcommittee Copy:

Shannon L. Alexander, A-NPDC	Tracy Hofmeyer, VPPSA
Michael G. Baum, KVB	Mike Kelley, SPSA
Joe Benedetto, RDS	Kathy Russell, TFC Recycling
Sarah Dennis, RDS	Kevin Sluss, RDS
Roger Fournier, Goodwill	Henry Strickland, SPSA

HRPDC Staff:

Robert Crum	Keith Cannady
Katie Cullipher	Rebekah Eastep
Matt Smith	

**AGENDA
MEETING OF THE
ASKHRGREEN.ORG: RECYCLING & BEAUTIFICATION SUBCOMMITTEE
MARCH 10, 2020
11:00 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. Meeting Summary

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

- Planning for 2020 askHRgreen event staffing.
- Great American Cleanup – Discussed Sam Hundley artwork tour schedule. Regional GAC Team Up 2 Clean Up is March 27-28; volunteer registration is live on website and requests will be sent to locality coordinators as they come in. Coordinators should contact registrants directly to acknowledge registration and assign them to a project. Cleanup and beautification events should be logged online at the link below or sent to HRPDC staff for logging:
<https://docs.google.com/spreadsheets/d/1EY-c0sn1UyXLci3VWeBpy0v5k1XSS2xIsKMQErD21Ck/edit?usp=sharing>
- Earth Day 2020 / 50th Anniversary – TU2CU will be a kick-off to “Earth Month” and a whole month of caring. Possible prizes for groups/individuals who participate and share. Committee members reviewed a draft “50 ways to celebrate Earth Day” list and were asked to provide additional items – specifically “kid-friendly” tasks.
- The Committee discussed the finalized web recycling tool and it was suggested to remove tops from the bottle graphics and add “no tops” to the description. Norfolk requested removal of cartons and glass from their listing.
- DEQ Litter Grant – Materials for the library lending kits were ordered with a base allocation of five kits per locality, the remainder distributed by population. Materials will be distributed at the March meeting.

Attachment 1

Action: Approve summary

2. askHRgreen.org Outreach

The current listing of events is as follows.

3/7 - 3/8	Mid Atlantic Home & Outdoor Living Show	Virginia Beach
3/14	SEVA CAI Community Association Day	Virginia Beach
3/19	HRPDC Meeting	Chesapeake
3/27 - 3/28	Great American Cleanup*	Hampton Roads
4/4 - 4/5	Daffodil Festival	Gloucester

4/11	Go Green Market	Yorktown
4/18	Virginia Living Museum Earth Day Festival	Newport News
4/21	TCC Cares Earth Day	Chesapeake
4/22	Poquoson Earth Day	Poquoson
4/22	Great Bridge High School Earth Day	Chesapeake
4/22	NSA Hampton Roads Headquarters Earth Day event	Norfolk
4/23	NSA Portsmouth Earth Day Event	Portsmouth
4/25	Paradise Creek Earth & Arbor Day	Portsmouth
4/25	12th Annual Community Empowerment Fair	Newport News
4/25	Spring Fling	Hampton
4/25	Arlo's Shed Radio Promotion	Chesapeake
5/7	Sensible Seafood Fest	Virginia Beach
6/13	RiverFest*	Chesapeake
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach

**Volunteers needed to support attending this event.*

Action: Based on discussion

3. “A Public Service Announcement” Artwork Tour

The current schedule of venues set to display Sam Hundley’s artwork commemorating the 2019 GAC cleanup events is below. Additional venues are welcomed. The Committee should discuss plans for the artwork after May.

Chesapeake Conservation Conference & Environr	March 6 - one day only	Chesapeake
HRPDC	March 19 - one day only	Chesapeake
Gloucester Museum of History	April 1 - 13	Gloucester
Gloucester Main Library	April 13-May 4	Gloucester
Gloucester Stewart Building	May 4-18	Gloucester
VIMS	May 18-1	Gloucester

4. Great American Cleanup 2020

It’s here! The Committee should finalize details surrounding March 27-28 cleanup and beautification events.

2020 GAC Planning Doc (as of March 5) is attached and available at the link below:

<https://docs.google.com/spreadsheets/d/1EY-c0sn1UyXLci3VWeBpy0v5k1XSS2xIsKMQErD21Ck/edit?usp=sharing>

Attachment 4

5. Earth Day & Straw-Free Initiative

The Committee should again review the “50 ways to celebrate Earth Day” checklist to make edits and additions. Christina Trapani (Keep it Beachy Clean / Clean Virginia

Waterways) will be in attendance to discuss plans for once again promoting the Straw-Free Earth Day 2020 campaign in Hampton Roads.

Attachment 5

Action: Based on discussion

6. DEQ Competitive Litter Prevention & Recycling Grant

The litter lending kit materials will be available for pickup after the meeting. Committee members should plan to pick up their supplies and discuss a regional rollout plan for promotion of the availability in conjunction with Earth Day.

Action: Based on discussion

7. Promotional Materials

The Committee should review and discuss the ordering of and distribution/allocation formula for promotional materials.

Attachment 7

Action: Based on discussion

8. Staff Reports

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

The **Monthly Digital Marketing Report** and updated **Social Media Strategy** document is also attached for review.

Attachment 8A, 8B, 8C

Action: Based on discussion

9. Roundtable Discussion & Locality Updates

Next Committee Meeting – The next scheduled meeting is April 14 at the HRPDC office in Chesapeake.