

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, April 9, 2019

HRPDC – Chesapeake

In attendance:

Wayne Jones, SU

Craig Simmons, VB

Megan Hale, CH

Mike Baum, KVB

Christina Trapani, Keep It Beachy Clean

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

***** The Committee did not have a quorum to take any official actions *****

The summary for the meeting is as follows:

1. Meeting Summary

The summary of the March meeting was presented for review.

Action: None.

2. Great American Cleanup 2019

The Committee discussed the regional kickoff to the 2019 Great American Cleanup in partnership with Keep Virginia Beautiful planned for May 3 & 4.

- Local artist Sam Hundley talked with the group about creating a piece of artwork from found items during Great American Cleanup.
 - Will provide a wish list of found materials and also a list of items he would not be able to use (i.e. plastic bottles, standard aluminum cans, etc.)
 - Create a one pager with examples of Sam's work and wish list items to give to each site captain. Found objects should be collected in a separate color bag and picked up separately from trash.
 - Sam to record a shout for social media to promote event.
- Localities should issue news release, post to social media, etc.
- HRPDC staff to follow up with localities not currently hosting events
- HRPDC staff has possible large groups of volunteers available through military bases but need large scale projects to pair them with.
- Paid media campaign on radio/social media complete. Social media campaign will continue throughout April due to askHRgreen.org brand campaign.
- KVB has secured several partners: Retail Alliance, both Chambers of Commerce, Coastal Virginia Magazine, Adams Outdoor, FM99/106.9 The Fox.
- Partners reached out to but no confirmation of participation: Walmart, Dollar Tree, Huntington Ingles Industries, Ferguson, Waste Management
- KVB has trash bags available for anyone in need.
- HRPDC staff will finalize a results form to be used by all site captains to ensure collection of metrics.
- HRPDC staff can provide gift bags for all volunteers upon request.

Locality Tasks:

- Project planning – at least one impactful, transformational project per day - add to [Google spreadsheet](#)
- Potential sponsors/business volunteers – add to [Google spreadsheet](#)

Action: Finalized events for May 3 and 4 in all localities.

3. askHRgreen.org Community/Trailer Events

3/9	CA Day	Virginia Beach
3/20	Las Gaviotas Green Forum	Chesapeake
3/23 - 3/24	Mid Atlantic Home & Outdoor Living Show*	Virginia Beach
4/6	Hampton Touch a Truck	Hampton
4/6	Southern Chesapeake Community Day	Chesapeake
4/6-4/7	Williamsburg Home Show	Williamsburg
4/14	Wings & Things Spring Fling	Portsmouth
4/16	Anthem Eco Fair	Virginia Beach
4/18	Anthem Eco Fair	Norfolk
4/18	Norfolk Naval Shipyard Earth Day Fair	Norfolk
4/20	Virginia Living Museum Earth Day	Newport News
4/22	TCC Cares	Chesapeake
4/23	VA AWWA 30th Annual Water Distribution Seminar and Utility Rodeo	Norfolk
4/27	Celebrate the Park	Newport News
4/28	Stand Up Rally and Expo	Williamsburg
5/23	City of Virginia Beach Public Works Employee Picnic	Virginia Beach
5/31	CARE and Wellness day	Chesapeake
6/23	Elizabeth River Fest*	Virginia Beach
10/10 - 10/13	Peanut Festival	Suffolk
10/12	Lynnhaven River Now Fall Festival*	Virginia Beach

Trailer repairs update – Edited trailer wrap discussed, planning for June 2019 installation

Action: Review trailer wrap and submit comments to HRPDC staff.

4. Straw Free Earth Day Campaign

The Committee discussed next steps for the regional Straw-free Earth Day campaign in partnership with Keep It Beachy Clean.

- Direct restaurants to sign up at www.keepitbeachyclean.org/strawfree
- News release issued and social media postings on Keep It Beachy Clean
- HRPDC staff will deliver supplies next week to participating locations.
- Scratching idea of showing the documentary Straws due to time constraints.

Action: Localities should focus on recruitment of restaurants this week. Supplies will be delivered next week to participating locations.

5. Media Campaigns

The Committee discussed FY19 media and promotional campaigns:

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

Action: None.

6. Website Recycling Tool

This project continues to be on hold as contracts are finalized.

Action: None.

7. Promotional Materials

Stainless steel reusable straws (5,000) are currently on order as a joint purchase with the Water Awareness Committee. The items are scheduled to arrive on April 15th.

Action: None.

8. Staff Reports

Budget - The current FY19 budget was reviewed. FY20 budget allocation and new Committee leadership discussions are to be held at May meeting.

Action: None.

9. Locality Updates

- Chesapeake Photography Contest is now open for submissions.

Next Committee Meeting – The next scheduled meeting is May 14 in Hampton.