

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary
Tuesday, March 10, 2020
HRPDC - Chesapeake

In attendance:

Fleta Jackson, NO
Dan Baxter, NN
DeAnna Lawrence, IW
Elisabeth Wilkins, GL
Kate Sipes, JCC
Jim Hill, JCC
Craig Simmons, VB
Amos Taylor, PO
Wayne Jones, SU

Megan Hale, CH
Brittany Collins, SPSA
Christina Trapani, Keep It Beachy Clean
Mike Baum, KVB
Terra Pascarosa, Earth Day Network
Cynthia Mulkey, HRPDC
Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC

The summary for the meeting is as follows:

1. Meeting Summary

The summary of the February meeting summary was presented for review.

Action: Approved.

2. askHRgreen.org Community/Trailer Events

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

Trailer will be on-site for the HRPDC Board meeting on March 19.

Volunteers will be needed for RiverFest in June.

Action: Reserve early for any upcoming trailer events.

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.

- Hosts so far in 2020: Mariner’s Museum, TCC-Chesapeake, Isle of Wight County Museum
- Suffolk Convention Center will host for the month of March before heading to Gloucester County for April/May.

The Committee should plan to retire the artwork after the conclusion of the May displays.

Action: None.

4. Great American Cleanup

The Committee continued to discuss plans for the 2020 Great American Cleanup, March 27-28.

- The Committee reviewed the Google document of events planned for March 27-28.
<https://docs.google.com/spreadsheets/d/1EY-c0sn1UyXLci3VWeBpy0v5k1XSS2xIsKMQErD21Ck/edit?usp=sharing>
- Keep America Beautiful and Earth Day Network have selected the Hampton Roads Team Up 2 Clean Up events as the national launch to both Great American Cleanup and Earth Day 50. New partnership will bring additional funding and support to the region.
- The Committee reviewed the news release for the Great American Cleanup. Due to the new

partnership, the news release needs to be rewritten to center around being the national kickoff/spotlight for Earth Day 50 and Great American Cleanup. The Committee floated the idea of creating a graphic to unify the message and event.

- Dignitaries from Earth Day Network and Keep America Beautiful will be in the region for a media and public relations push. The visitors will need specific events to attend while they are here on Friday and Saturday. Tara and Mike will coordinate participation with event leaders.
- Upcoming promotional support: billboards, news release, potentially hosting a volunteer recognition event on Friday evening, potential media budget support from EDN/KAB to boost existing creative or new media campaign, reaching out to tourism/chambers/retail alliance for partnership, engage watershed groups, encourage self-directed cleanups (give 50 or adopt your block), new litter kit lending program, focus on metrics and sharing results with KAB and EDN.
- Friday volunteer appreciation event: O'Connor's brewery was recommended as a possible location, drink tickets or small incentive would be offered to special guests, all local media and local/state leaders should be invited to attend, all participating partners will be invited to speak, need invitation for dignitaries
- Partners will be identifying sites to visit: Ocean View, Vibe District, Boy Scouts (Newport News)
- HRPDC staff should add logos section to the event page.
- Earth Day Network has funding to assist with hosting events if localities need assistance.
- KVB has Earth Day stickers to share – 8,000 to giveaway to volunteers. Committee members should email Mike Baum with the number of stickers they would need for Earth Day events.
- The Committee should monitor coronavirus and impacts on holding municipal events.

Action: HRPDC staff will work with Keep Virginia Beautiful and Earth Day Network to coordinate partnership for Great American Cleanup. Committee members should continue to add event details to Google doc for regional tracking.

5. Earth Day & Straw-Free Initiative

The Committee reviewed the “50 ways to celebrate Earth Day” checklist to make edits and additions. The Committee would like the tips put into a checklist format for sharing.

Christina Trapani (Keep it Beachy Clean / Clean Virginia Waterways) discussed plans for once again promoting the Straw-Free Earth Day 2020 campaign in Hampton Roads.

- The Committee discussed the impact of coronavirus on a straw free campaign and being prepared for the implications. The message for the public could be “be sure you bring your own straw.”
- Share with local restaurants that supplies are still available for those interested in participating and even check in on those who participated in previous campaigns. Messaging focus should be straws on request/only for those who need one not that paper straws are a substitute for plastic ones. People generally dislike the paper straws because many restaurant buy cheap/low quality products.

- Smithfield/Isle of Wight has not participated in previous campaigns but would like to participate this year.
- In addition to restaurant outreach, the campaign should target individuals to skip the straw or bring their own.

Action: Committee members should pick up supplies, if needed.

6. DEQ Competitive Litter Prevention & Recycling Grant

Lending litter kits were made available for pickup. Every participating locality gets a minimum of five kits. Vests have not arrived yet due to the coronavirus but are expected in April. Christina Trapani recommended refilling kits with green trash bags provided by breweries for free and good example of reuse. The Committee recommended promoting the litter kits at the beginning of summer for kids to use during summer break and give lead time for localities to have programs up and running before a surge in public demand. HRPDC staff can share Suffolk's program materials to assist localities in creating their local programs.

Action: Localities should pick up litter kits. HRPDC staff will promote program for early summer.

7. Promotional Materials

Virginia Beach has an abundance of promotional items and has expressed not wanting future promotional item purchases through the Committee due to the large proportion that Virginia Beach is awarded. Recommendations discussed included a larger allocation for the trailer and higher priced materials (fewer quantities). Norfolk does go through a good number of promotional items each year but some items do linger.

HRPDC staff explained that a base allocation for promotional items is set via the budget each budget year. Changing the budget requires a unanimous decision from the Committee per the bylaws. There is also a line item of supplies for regional use. Other committees provide supplies on demand and do not divide supplies by population. Budget funding changes would take effect starting FY22. One budgetary consideration would be a flat fee for all localities would be one option to discuss for future budget discussions.

The Committee reviewed quotes for promotional items including skoy clothes, cutlery sets, and stainless steel straws. The Committee decided against ordering skoy clothes but asked to see quotes for silicone straws. The Committee was encouraged to take an inventory of existing supplies for potential trading with other localities. Excess supplies can also be used to stock the trailer.

There was a motion to purchase 2,000 cutlery sets. HRPDC staff will request current pricing then send out a request via email for votes.

Action: HRPDC staff will get quotes for silicone straws and cutlery sets.

8. Staff Reports

The current FY20 budget was provided for review.

The Monthly Digital Marketing Report and updated Social Media Strategy document were provided for review.

HRPDC staff plan to invite SERDC to discuss recycling best practices with regional CAOs.

Action: None.

9. Roundtable Discussion & Locality Updates

Due to time, locality updates will be completed via email.

Action: Committee members can send updates to HRPDC staff.

Next Committee Meeting – The next scheduled meeting is April 14, 2020 at HRPDC in Chesapeake.