

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, May 14, 2019

City Hall - Hampton

In attendance:

Wayne Jones, SU
Craig Simmons, VB
Megan Hale, CH
Leslie Bowie, GL
Dawn Oleksy, JCC
Bodina Wright, PQ
Debbie Blanton, HA

Rhashida Bess, NO
Mike Kelley, SPSA
Mike Baum, KVB
Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Beth Vandell, HRPDC

The summary for the meeting is as follows:

1. Meeting Summary

The summary of the April meeting was presented for review.

Action: Approved.

2. askHRgreen.org Community/Trailer Events

The current listing of events is as follows:

| | | |
|---------------|--|---------------------|
| 5/11 | Virginia Landscapes Exhibition at the Peninsula Fine Arts Center | Newport News |
| 5/16 | Sensible Seafood Fest | Virginia Beach |
| 5/18 | <i>Family Day at Newport News Shipyard</i> | <i>Newport News</i> |
| 5/23 | City of Virginia Beach Public Works Employee Picnic | Virginia Beach |
| 5/31 | CARE and Wellness day | Chesapeake |
| 6/2 | Colonial Coast Girl Scout World Environment Day | Chesapeake |
| 6/6 | NASA Langley Safety & Health Expo | Hampton |
| 6/23 | Elizabeth River Fest | Virginia Beach |
| 6/28 | TGIF Summer Concert Series | Suffolk |
| 8/9 | TGIF Summer Concert Series | Suffolk |
| 9/28 | Bow Creek Block Party | Virginia Beach |
| 10/10 - 10/13 | Peanut Festival | Suffolk |
| 10/12 | Lynnhaven River Now Fall Festival | Virginia Beach |

Trailer repairs update – Body work is being completed this week, wrap will be installed in June. Trailer will be unable for the month of June due to wrap installation.

Action: HRPDC staff will continue trailer repairs and wrap installation.

3. Straw Free Earth Day Campaign

The Committee discussed results from the regional Straw-free Earth Day campaign in partnership with Keep It Beachy Clean.

- Participation doubled from the first year

- The Committee agreed to continue the campaign year-round with plans for additional pushes around International Coastal Cleanup, World Environment Day, local Restaurant Week events, etc.
- The Committee would like to engage additional partners including tourism, non-profits, clean community volunteers, restaurant associations, etc.
- Restaurants can continue to sign up at www.keepitbeachyclean.org/strawfree
 - Signups were most successful when done in person
- Limited amount of supplies available to support additional signups. The Committee agreed to look into purchasing more supplies and possibly adding buttons for wait staff.

Action: None.

4. Great American Cleanup 2019 Project Wrap-up

The Committee discussed results from the regional kickoff to the 2019 Great American Cleanup in partnership with Keep Virginia Beautiful.

- Projects resulted in great metrics and opportunities to raise awareness
- Local artist Sam Hundley will be collecting materials this week and creating artwork to raise more awareness about the impact of litter.
- The Committee agreed to doing another regional cleanup in 2020. The following feedback was received to make next year's event better:
 - Hold events earlier in the year to actually kick off cleanup season
 - Less competition with CTBD/Earth Day
 - Possible dates of March 27-28
 - Localities should plan to hold existing cleanups this weekend
- KVB can offer sponsorships again in 2020 but awareness building will be the focus of the event.

Action: Committee members should look at dates for 2020 Great American Cleanup.

5. Media Campaigns

The Committee discussed FY19 media and promotional campaigns:

- Waste reduction media campaign – Jan 28 – Feb 10 – radio & digital - complete
- Team Up 2 Clean Up media campaign – April 1-7
 - HRPDC staff will provide results at May meeting.
- askHRgreen social media branding campaign – April campaign was TU2CU focused

Action: HRPDC staff will request results for TU2CU campaign.

6. Website Recycling Tool

The Committee revisited the development of a website recycling tool as local contracts are being finalized. The matrix was last updated in March and may now need revisions before development can begin on the askHRgreen.org website.

- HRPDC staff will add contract contact and contract expiration date fields to the matrix

Action: HRPDC staff will resend matrix for locality updates.

7. Promotional Materials

Stainless steel reusable straws (5,000) have arrived and are available for HRPDC.

HRPDC staff asked the Committee to brainstorm on what promotional items would be most helpful in 2020. The following recommendations were discussed:

- Promotional items should fit within the goals and campaigns of the Committee.
- Move towards purchasing products made of recycled materials, despite cost

There will also be a joint reusable bag purchase in FY20.

Action: Committee member should review promotional item needs and be ready to discuss in more detail at the June meeting.

8. FY20 Budget Allocations

The approved FY20 budget was reviewed. Committee members had preliminary discussions on how to distribute the budget for FY20.

- Trailer and U-Haul fees will be reduced since trailer repairs will be completed during FY20.
- Potential media strategy: litter prevention in the spring, waste prevention in the fall, use pickup creative to do more media/less production.

Action: Committee members should consider budget priorities for FY20.

9. Staff Reports

Budget – The current FY19 budget was reviewed.

Committee Leadership – The June meeting is when the Committee elects the new Chair/Vice Chair positions. A Vice Chair is needed for FY20 as the Vice Chair typically becomes the Chair after each year of service.

Digital Marketing Report – HRPDC staff provided the monthly digital marketing report for review. The Great American Cleanup campaigns performed well and brought a lot of traffic to the site.

10. Roundtable

- Keep Virginia Beautiful discussed upcoming opportunities:
 - Free cigarette litter receptacles available – possible partnership with BSB using the pet waste station grant program model.
 - VDOT Tour of Virginia for Adopt a Highway program completed
 - Meetings planned for August to help facilitate cooperation between state and local adopt a spot and general litter prevention/cleanup initiatives.

Next Committee Meeting – The next scheduled meeting is June 11 at the HRPDC office in Chesapeake.