

**askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary**  
**Tuesday, November 12, 2019**  
**City Hall – Hampton**

**In attendance:**

Fleta Jackson, NO  
 Samantha McNeil, YK  
 Dawn Oleksy, JCC  
 Megan Hale, CH  
 Dan Baxter, NN

DeAnna Lawrence, IW  
 Elisabeth Wilkins, GL  
 Mike Baum, KVB  
 Katie Cullipher, HRPDC  
 Rebekah Eastep, HRPDC

The summary for the meeting is as follows:

**1. Meeting Summary**

The summary of the October meeting was presented for review.

**Action:** Approved.

**2. askHRgreen.org Community/Trailer Events**

The current listing of events is as follows:

11/12	Anthem Eco Fair	Virginia Beach
11/14	Anthem Eco Fair	Norfolk
11/16	Coastal VA Auto Show*	Virginia Beach
1/13 - 1/16	Mid Atlantic Horticulture Short Course & Home Gardener Day*	Norfolk
2/8 - 2/9	Hampton Roads Home Show*	Hampton
3/7 - 3/8	Mid Atlantic Home & Outdoor Living Show*	Virginia Beach
4/4 - 4/5	Daffodil Festival	Gloucester
4/27	Virginia Living Museum Earth Day Festival	Newport News
TBD	Newport News Ship Building Health and Safety Expo	Newport News

Accident with the askHRgreen trailer resulted in damage to the front section of the trailer. Trailer repair company recommended pounding out damage and installing a reinforcing beam instead of changing the trailer skin. This would be less than the \$1,000 deductible to go through the insurance company. Wrap was not damaged in any significant way.

**Action:** HRPDC staff will have trailer damage repaired and send out requests for volunteers needed for upcoming events.

**3. Great American Cleanup**

Litter collected from the May cleanup events was transformed into art by local scrap artist, Sam Hundley. The piece, entitled *Public Service Announcement*, will go on tour around Hampton Roads starting this fall.

- Chesapeake City Hall began hosting the display on Friday. The Virginia Aquarium will begin hosting on Nov. 22<sup>nd</sup>. Mariner's Museum is confirmed for January 2020.
- Additional host locations are needed. The Committee has suggested:
  - Virginia Living Museum – Dan may have new contact
  - Slover Library
  - Virginia Zoo
  - TCC-Chesapeake
  - Chesapeake Conference Center
  - Jamestown – Dawn has provided HRPDC with a contact
- Committee members were encouraged to continue outreach to local venues.

The Committee discussed plans for the 2020 Great American Cleanup, March 27-28.

- Earlier date will hopefully help separate from other Earth Day or Clean the Bay Day events.
- Promote as a kick off to Earth Day celebrations, a month of caring that highlights the litter prevention work we do year-round.
- Possible promotional items or prizes to give to volunteers. Continued concerns with soliciting partners or sponsors.
- Social media promotion – ask public to show what they're doing for Earth Day/month. Pick winners from those who participate. Prizes needed: Hampton Roads attractions packages, cleanup kits, etc. Prizes weekly to keep interest up.
- Encourage groups to challenge each other to perform cleanups during the month of April.
- KVB will likely secure partnerships with media partners like Adam's Outdoor and local radio stations.
- Start list of events planned for March to help recruit corporate teams to cleanup
  - Norfolk projects: Oceanview cleanup and Elizabeth River Trail (seed bombs reseeding of managed meadow)
  - Chesapeake has several projects planned.
  - Newport News - illegal dumping areas
- Mike will plan to attend December meeting for further discussion.
- HRPDC staff recommended having RCS create a flyer to tie in Earth Day 50, Month of Caring, and Great American Cleanup.
- Norfolk students will make Earth Day 50 logo.
- Hampton Roads Earth Day Network - organizing localities to participate in Earth Day 50. The Committee would like to discuss this further at the December meeting.

**Action:** HRPDC staff will continue outreach to hosts for *Public Service Announcement*.

Committee members were encouraged to reach out to potential partners as well. Committee members should compile list of events for 2020 Great American Cleanup. RCS will draft flyer for Great American Cleanup.

#### 4. Website Recycling Tool

The Committee discussed the recycling tool sent out for review via email. The Committee had the following recommendations:

- Chesapeake likes that the tool can be easily changed to reflect changes in recycling.
- Need to clarifying batteries v. Rechargeable batteries - double check what each locality is doing (Suffolk/Isle of Wight recycling household batteries)
- Yard waste image changed to tree limbs and leaves
- Electronics - Gloucester will add link to drop off site to direct people towards more detailed recycling information since all recycling is dropped off (which differs from most localities)
- Feature the drop off information above the contamination section
- Clothing could be added to drop off facility for some.
- Change the word "bin" to "containers" for contamination section
- Clarify how plastic bags can be dropped off: "return to store"
- Isle of Wight link for drop off centers is broken
- Add section for event collection to differentiate permanent drop off sites from pop up events.
- James City County & Isle of Wight - rigid plastics need to be removed
- Committee members were urged to review the tool for accuracy ASAP
- Newport News may have some citizens who can test the recycling tool to see how easy it is to use and provide feedback.

**Action:** HRPDC staff will ask RCS to make changes to website tool as changes are identified. Committee members were urged to review content of recycling tool.

#### 5. Staff Reports

**Budget** – The current FY20 budget was reviewed. The Committee was pleased with the plastic bag media campaign especially the tone of the creative and the voice talent.

**Recycling rack cards** - HRPDC staff inquired about replacing the outdated RMTL rack cards. The Committee wanted to revisit this in the Spring. Most localities are using local resources and will probably lean towards using a version of the online tool once it is finalized. HRPDC staff will be recycling outdated rack cards since they now contain inaccurate information.

**Digital Marketing Report** - HRPDC staff reviewed the report with the Committee.

**Action:** None.

#### 6. Roundtable

- Keep Virginia Beautiful – National Conference in Memphis on Feb. 14
- Chesapeake - recycling changes still in flux, extension with TFC, currently there is no collection fee in Chesapeake but economics of recycling are going to require some sort of change that has yet to be identified.

- Newport News - new office, Canon Environmental Fair (emphasis on cigarette litter), Brooks Crossing development job fair (need CDL operators), Denbigh Early Childhood Development Center (magnet game hit with kids through 3rd grade), recycling audit (November), Recovery Operations facility tours are open to all area groups, rain barrel workshops coming this spring, compost and mulch sale to clear the floor, school garden projects (city provides materials and Master Gardeners provide the expertise), has found a free rain barrel source, Pyrolysis negotiations underway (plant will take tires and plastics #3-7), second year of citizens public works academy underway
- Isle of Wight - "Tarp Your Load" outreach campaign distributing free tarps (5,000), litter outreach and coloring book for students, color coding containers to assist citizens at drop off centers, partnership with Smithfield for Smithfield Go Green has brought in more community groups, seven school clubs signed on to do cleanups, increasing support for illegal dumping
- Gloucester - Clean Gloucester Day was successful and participation goals surpassed, student outreach for fourth and seventh grade ongoing.
- York - Calendar contest wrapping up, Clean Business Breakfast next month will feature local upcycling furniture artist and business owner, Go Green Market in April 2020
- JCC - Litter & Recycling Expo held (paint recycling, shredding, tire amnesty, compost workshops)
- Fleta - Litter Free football games (4,000+ reached, positively received, decrease in litter experienced but not litter free), planted four legacy groves through Bank of America/Arbor Day Foundation grant, planning for spring events, special collection events - pop up events in Oceanview (well received but residents wanted extended services offered - Goodwill, etc.), Make it, Take it Holiday craft workshops planned, holiday hacks videos for social media, pollinator gardens for Calvert Square, working on anti-litter campaigns with possible HRT involvement to address bus stops.

**Next Committee Meeting** – The next scheduled meeting is December 10 at HRPDC.