

# askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, February 12, 2019

HRPDC - Chesapeake

## In attendance:

Dawn Oleksy, JCC

Wayne Jones, SU

Megan Hale, CH

Craig Simmons, VB

Dan Baxter, NN

Jason Brown, CH

Samantha McNeil, YK

Rhashida Bess, NO

Amos Taylor, PO

Mike Baum, KVB

Roger Fournier, Goodwill

Kathy Russell, TFC

Christina Trapani, Keep It Beachy Clean

Matt Smith, HRPDC

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

The summary for the meeting is as follows:

### 1. Straw Free Earth Day Campaign

Christina Trapani (Eco Maniac Co., Keep It Beachy Clean/Clean Virginia Waterways) briefed the Committee on a region-wide "Straw Free Earth Day" initiative. Last year, the successful campaign enlisted 35 restaurants in Virginia Beach.

- Keep It Beachy Clean started as a partnership with oceanfront hotels and VB tourism on cigarette litter prevention efforts.
- The partnership is grant funded by KAB, KVB, American Chemical Council, etc.
- Last year's Straw Free Earth Day event was grassroots effort launched on a shoestring budget with a focus on just the oceanfront area and surrounding areas of Virginia Beach.
- Do to the success and popularity of the program, Keep It Beachy Clean would like to extend the program to the entire region. The regional promotion could be co-branded with askHRgreen.org and have a special landing page on both askHRgreen.org and Keep It Beachy Clean. The Committee agreed on "Straw Free Hampton Roads" as the preferred cobrand.
- Keep It Beachy Clean can provide art files for a variety of outreach materials including table tents, window clings, menu cards, etc. The Committee recommended badges/buttons for wait staff as well.
- To participate, businesses must go straw free on Earth Day. Hopefully they will continue beyond Earth Day, but keeping the ask simple encourages participation and opens educational opportunity for restaurant owners and managers.
- The Committee agreed to support the campaign in 2019.

**Action:** HRPDC staff will work with Keep It Beachy Clean to design cobranded materials and estimate how many outreach materials may be needed. Localities should begin identifying restaurants to approach about participation.

## 2. Annual Regional Recycling Rate Report

HRPDC staff member Matt Smith briefed the Committee on the data collection process and potential improvements for the annual recycling rate report for southside localities. The report is due to DEQ in April.

- HRPDC staff need to confirm that locality contacts are correct and will send form for collecting waste disposal data.
- HRPDC will look into providing a municipal recycling rate using data collected for regional recycling rate report.
- For FY20, HRPDC staff will look into methods for improving the data collection process.

**Action:** Localities should provide any updated contact information for gathering recycling rate report information and submit data collection form at earliest convenience.

## 3. Meeting Summary

The summary of the January meeting was approved as presented.

**Action:** The meeting summary was approved.

## 4. askHRgreen.org Community/Trailer Events

February 9-10 – Hampton Roads Home Show, Hampton

February 19 – Colonial Heritage Garden Club, Williamsburg/JCC

February 23 – Shiver in the River - Keep Virginia Beautiful welcomed all localities to participate in Shiver in the River and requested assistance in promoting the event.

March 9 – Community Association Day, Virginia Beach

April 18 – Norfolk Naval Shipyard Earth Day Fair, Norfolk

April 20 – Virginia Living Museum Earth Day, Newport News

April 22 – TCC Cares Day, Chesapeake

June 23 – Elizabeth River Fest, Virginia Beach\*

\*Need volunteers for this event.

*Trailer repairs update* – A locksmith has completed repairs to inside cabinet locks. Additional body work needed to repair punctures in the front of the trailer before a new trailer wrap is applied. Repairs and new wrap will be funded from the trailer maintenance budget of each Committee (\$1,500 each) with excesses being covered by the Water Awareness Committee.

**Action:** HRPDC staff will work on trailer repairs and wrap design.

## 5. Media & Promotions

The Committee discussed FY19 media and promotional campaigns:

- Waste Reduction campaign – Jan 28 – Feb 10
  - Social media campaign delayed due to Facebook Authentication process
- Team Up 2 Clean Up – April – New evergreen video that includes an event specific tag at the end for the May 3-4 kickoff events.
- Back to Basics recycling – *moved to fall 2019*
- askHRgreen campaigns for SEM and social media branding

- Green new year's resolutions – committee members can enhance campaign by sharing inspiration or personal resolutions under Facebook post.

**Action:** HRPDC staff will send updated Choose to Refuse campaign materials for Committee review.

## 6. Website Recycling Tool

HRPDC staff is working with Red Chalk Studios to build the locality-specific recycling tool on the askHRgreen.org website modeled after the “Recycle-by-City” website. Each locality should review the content matrix developed by HRPDC staff to ensure information is current and accurate to what is currently accepted at curbside, at drop off/events, and bulk pickup.

**Action:** Localities need to review the recycling matrix sent via email before February 15.

## 7. Promotional Materials

The Committee has purchased:

- 2,500 auto litter bags – available for pickup
- 2,000 cutlery sets – available for pickup
- Safety vests – 50 per locality

The Water Awareness Committee would like to purchase reusable straws as a promotional item and has asked this Committee to consider participating in the purchase. The Committee recommended spending up to \$2,500 on stainless steel straws.

**Action:** HRPDC staff will follow up with localities not in attendance to get additional votes needed to approve the purchase of stainless steel straws.

## 8. Great American Cleanup 2019

Mike Baum was present to further discuss the partnership with Keep Virginia Beautiful for the regional kickoff to the 2019 Great American Cleanup on May 3 & 4.

- Locality Action Items:
  - Project planning – at least one impactful, transformational project per day
    - Aim to have details confirmed by March 1
  - Potential business sponsors/volunteers – add to [Google spreadsheet](#)
    - Walmart
    - Dollar Tree
    - Huntington Ingles Industries
    - Ferguson
  - Determine how best to handle release forms and documenting all participating volunteers (not just team captains)
    - Encourage local adopt-a-spot groups to cleanup on these dates.
    - Locally recruited volunteers do not need to register through the website form. The website form is for capturing new volunteers from outreach, media, public relations, etc.
    - Localities should report total number of volunteers by project at the conclusion of each event.

- HRPDC/KVB:
  - Webpage for volunteer/sponsor signups is now live. Facebook event will be made live this week.
  - Honorary board invitations were sent and HRPDC staff will be following up with those who have not responded.
  - Engagement strategies:
    - United Way Day of Caring style event for localities and businesses
    - Nominate a spot, save the date – online and social media
  - News release approved – name changed to simply “National Kickoff to the Great American Cleanup”
  - Promotions: Send notice out to potential partners like Coastal VA magazine, the chambers, local non-profits, and Bay Star Homes/Bay Star Business contacts.
  - Coordination of celebration event – The Committee discussed not having a celebratory event or piggybacking off an existing event such as the Norfolk Wine Festival due to the time and resources needed to host an event.
  - Update volunteer and sponsorship appreciation certificates

**Action:** Localities should identify potential sponsors and projects and add them to the Google spreadsheets. HRPDC staff will work with KVB on promotions and sponsorship outreach.

## 9. Staff Reports

Budget - The current FY19 budget was reviewed.

Digital Marketing Report – HRDPC staff provided the monthly digital marketing report for review. Questions should be sent to staff via email.

**Action:** None.

## 10. Locality Updates

Due to time constraints, locality updates may be sent via email.

**Next Committee Meeting** – The next scheduled meeting is March 12 in Hampton.