

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, March 12, 2019

City Hall - Hampton

In attendance:

Dawn Oleksy, JCC

Craig Simmons, VB

Samantha McNeil, YK

Bodina Wright, PQ

Leslie Bowie, GL

Debbie Blanton, HA

Jim Hill, JCC

Mike Baum, KVB

Roger Fournier, Goodwill

Christina Trapani, Keep It Beachy Clean

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

The summary for the meeting is as follows:

1. Meeting Summary

The summary of the February meeting was approved as presented.

Action: The meeting summary was approved.

2. 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

Volunteer coverage at present is pretty good with the exception of March 24th if anyone is available.

Trailer repairs update – The Committee reviewed the draft trailer wrap design and provided feedback. Generally the Committee preferred option one with removing the watermarked words and adjusting the size of the logo prevent breaks on the window. HRPDC staff will collect feedback from all Committees and ask RCS to make adjusts for a second draft.

Action: HRPDC staff will collect feedback on trailer design.

3. Media & Promotions

The Committee discussed FY19 media and promotional campaigns:

- Waste Reduction campaign – Jan 28 – Feb 10 - complete
- Team Up 2 Clean Up – April 1 – 7 on radio/social media
 - Reviewed radio script: suggested removing “nomination” part of spot
 - Reviewed video storyboard: suggested an alternate end tag where tips would appear independently on page, adding KVB logo, and adding GAC landing page link.
 - Campaign includes 120 PSA spots and community programming interview with Arlo with Wayne Jones and Mike Baum representing.
- askHRgreen campaigns for SEM and social media branding – Choose to Refuse campaign center of March campaign and very well received on both platforms.

Action: HRPDC staff will request edits to TU2CU campaign creative.

4. Website Recycling Tool

In light of recent changes to recycling contracts in several localities, HRPDC are recommending that the website recycling tool be tabled until new contracts are implemented. The Committee agreed and asked to revisit the project at a later date.

Action: The Committee will table this project until a later date.

5. Straw Free Earth Day Campaign

The Committee continued discussing plans to promote a regional Straw-free Earth Day campaign in partnership with Keep It Beachy Clean.

- Committee members should plan to recruit businesses to partner on initiative. Sign up will be completed online and on a rolling basis. There is no deadline for participating. Businesses will be recognized on social media and website for participating.
 - Start google doc for tracking businesses to target and participation
- HRPDC staff will finalize collateral - social media, door signs, table tents, window cling
 - Custom print paper straws are not currently available but we can order plain ones to provide to restaurants.
 - Placemats for kids will be provided by Keep It Beachy Clean
- The Committee recommended adding a pledge that individuals can take to skip the straw.
- The Committee asked for assistance with communication pieces such as canned outreach emails, news release, social media posts, etc.

- Website and resources can be ready by next week including downloadable content for Facebook.
- The Committee agreed to order the following supplies as budget allows:
 - Table tents: 10,000
 - Clings: 250 or 500 depending on price
 - Menu cards: half the amount of tents
- Clean Virginia Waterways can sponsor screenings for the movie Straws. The Committee discussed having it played at different locations leading up to Earth Day to promote the effort. Possible dates/locations: VIMS - April 16, Aquarium, Williamsburg, Suffolk, and Poquoson.

Action: Committee members should recruit businesses to participate. HRPDC staff will work with Keep It Beachy Clean to finalize materials/website and order supplies.

6. 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, available for pickup
- 5,000 reusable straws – expected in time for Straw Free Earth Day

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

7. 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: at least one impactful, transformational project per day
- Project updates:
 - Poquoson - Wharf and Point cleanups, possibly cemeteries
 - Chesapeake - parks, other details to be confirmed
 - Hampton - Shell Road with neighborhood blitz - housing rehab/landscaping for overflow volunteers, city gateways
 - York - check out to cleanup library program
 - General - adopt a spot outreach
- Potential business sponsors/volunteers – add to [Google spreadsheet](#)
 - Walmart
 - Dollar Tree
 - Huntington Ingles Industries
 - Ferguson
 - Watershed groups
 - Military
 - Gyms – plogging initiative from HRSD employee
 - Waste Management
- Promotions:
 - Webpage for volunteer/sponsor signups is now live.
 - Honorary board follow-up
 - Corporate team-building or stewardship activity

- Approved news release has been issued
- Coastal VA magazine/Chamber of Commerce/Retail Alliance
- BSB and BSH newsletters
- PSA billboards from Adams Outdoors
- Logistics
 - The Committee confirmed that no celebratory would be hosted this year
 - Update volunteer and sponsorship appreciation certificates
 - Black trash bags available from KVB
 - Metric collection - volunteers/weight/number of bags/pictures
 - Local artist will also be looking for interesting finds to use in creation of special art piece to commemorate the event and increase awareness of litter

Action: Committee members should continue to coordinate projects and respond to volunteer requests. HRPDC staff will work with KVB to promote the events as outlined above.

8. Staff Reports

Budget - The current FY19 budget was reviewed. FY20 budget already approved but allocation amounts will be discussed starting next month.

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

Action: None.

9. Locality Updates

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

Next Committee Meeting – The next scheduled meeting is April 9 at the HRPDC office in Chesapeake.