

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, July 10, 2018

City Hall – Hampton

In attendance:

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

Beth Vandell, HRPDC

Leslie Bowie, GL

Dan Baxter, NN

Samantha McNeil, YK

Laurie Halperin, YK

Debbie Blanton, HA

Craig Simmons, VB

The summary for the meeting is as follows:

1. Meeting Summary

The summary of the June meeting was approved as presented.

Action: The meeting summary was approved.

2. askHRgreen.org Community/Trailer Events

August 25 – Bufflow Family & Friends Community Day, Chesapeake*

September 8 – Newport News Go Green Festival

September 13-16 – Isle of Wight County Fair, Windsor

September 15 – VB Master Gardeners Fall Festival, Virginia Beach

September 15 – Elizabeth River Fest, Chesapeake*

September 22-23 – Bay Days, Hampton*

October 4-7 – Peanut Festival, Suffolk

**Need volunteers for this event.*

Trailer repairs and maintenance

- Two estimates have been completed for trailer repairs. Suggested repairs include window hinges, resealing, brakes, and other miscellaneous items. There were some differences in what repairs were recommended so final costs are still TBD.
- HRPDC staff has purchased new baskets and brochure holders for the trailer.

Action: HRPDC staff will send out requests for staffing upcoming events.

3. Media & Promotions

Write as Rain – HRPDC staff continues to work with the Write as Rain workgroup:

- HRPDC staff is working on procurement of the proprietary spray from Rainworks. The cost per Committee will be about \$700-\$800.
- Work continues on gaining approvals and finalizing locations at area middle/high schools and other public spaces such as libraries, recreation centers, parks, etc.
- Development of engagement strategies. The preliminary idea is to have a four-week social media contest asking people to post pictures with a stencil or a picture/video of what they do to live “green.” Prizes needed to support the contest.
- Tentatively planning on a September launch.
- Committee members were encouraged to contact their locality’s workgroup member with any location ideas or promotion strategies.

FY19 Media Planning – Red Chalk Studios will attend the August meeting to review committee ad campaigns and discuss media priorities for FY19. Committee members were encouraged to review local outreach priorities in advance of this discussion

Action: Committee members should prepare for FY19 media planning discussion at August meeting.

4. DEQ Litter Prevention & Recycling Grant

HRPDC staff will complete a grant summary by August 1st for the FY18 project. The Committee discussed the FY19 grant application and decided to request the following items for each locality:

- 30 TU2CU safety vests
- 30 Arcmate litter grabbers
- 30 rubber-lined work gloves
- Trash bags (30 gallon, possibly green)

Action: HRPDC staff will submit grant report to DEQ by August 1st and submit a new grant application as discussed during the meeting. Committee members should make arrangements to pick up supplies at their earliest convenience.

5. Regional Cigarette Litter Prevention Project

Keep Virginia Beautiful (KVB) has awarded a \$500 grant from the 30 in 30 grant program. Additionally, Hampton still has four receptacles that they were unable to use during the previous project. Funds will be used to purchase more receptacles. No pocket or auto ashtrays were provided, however, HRPDC staff can ask KVB if they have free ashtrays in stock.

- Participating localities: Gloucester, Newport News, Suffolk, and Smithfield.

Action: HRPDC staff will organize a CLPP Workgroup meeting for participating localities.

6. Great American Cleanup 2019

The Committee discussed a coordinated approach to the 2019 Great American Cleanup in partnership with Keep Virginia Beautiful.

- A tentative date of May 3-4 was proposed at the June meeting
- The Committee discussed branding this event with the Team Up 2 Clean Up name and using supplies from the DEQ grant, if awarded
- The Committee would like to invite Mike Baum from Keep Virginia Beautiful to discuss further details.

Action: HRPDC staff will invite Mike Baum to attend an upcoming meeting.

7. Committee Leadership

According to the bylaws, as of July 1, a new Vice Chairperson should be selected to assist the new Committee Chair, Wayne Jones. Nominations were accepted at the July meeting and via email. Chairperson Wayne Jones nominated Dawn Oleksy to serve in the Vice Chairperson position and she has accepted the nomination. No other nominations were made.

Action: The Committee elected Dawn Oleksy as the new Vice Chairperson.

8. Staff Reports

Budget

- The final FY18 budget was reviewed. Carryover number is not yet final.
- The new FY19 budget was reviewed. Local contribution (new money) decreased by \$9,295, however there was a \$19,295 contribution from carryover funds.
 - The Committee asked to review quotes for auto litter bags at the August meeting.

Green Learning Guide

- Some feedback received about the limited focus on recycling. Similar comments were received from the Water Awareness Committee regarding the limited content for drinking water. HRPDC staff explained that content was constrained by the requirements of both the Chesapeake Bay Restoration Fund grant (which funded half of the project) and the third grade SOLs.
- At this time there are no plans to print the guide. HRPDC staff will be reaching out to local businesses to solicit printing sponsors. Committee members were encouraged to reach out to contacts directly or send contact information to HRPDC staff.

All-Hands Meeting

- Friday, August 17th at 11:30 with lunch provided
- Agenda: Website redesign/performance, SEM changes, and FY19 priorities.

Regional Recycling Meeting

- Contract administrators and outreach staff will come together to discuss emerging issues and concerns with local recycling programs.
- Date/time TBD.

Action: HRPDC staff will request quotes for auto litter bags and reach out to potential printing sponsors for Green Learning.

9. Locality Updates

- *York County* – TREX program successful at local libraries and benches are being donated for public use, CTBD successful (1,500 lbs collected, 180 volunteers), received KVB grant for butterfly garden, restarting International Coastal Cleanup effort, recycling program in schools.
- *Newport News* –Coastal Virginia Environmental Coatings now accepting latex paint for recycling, working with ESL summer programs, libraries interested in duplicating Suffolk litter kit loaner program, litter index decreased, CNU partnership on CLPP, Leadership Development Academy has selected litter as its project topic, rain barrel supplier found that will ship barrels at reasonable prices
- *Hampton* – promoting Adopt-a-Spot/YARDS program, Tour de Trash scheduled
- *Virginia Beach* – CLPP at Little Island Park/Sandbridge in partnership with Keep It Beachy Clean, Helping Hands projects through the fall, developing public outreach message for waste minimization

Action: None.

Next Committee Meeting – The next scheduled meeting is August 14 at the HRPDC office in Chesapeake.