

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

Tuesday, August 14, 2018

HRPDC - Chesapeake

## In attendance:

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

Beth Vandell, HRPDC

Leslie Bowie, GL

Dan Baxter, NN

Craig Simmons, VB

Bodina Wright, PQ

Wayne Jones, SU

Megan Hale, CH

Fleta Jackson, NO

Amos Taylor, PO

Dawn Oleksy, JCC

Jim Hill, JCC

Charles Loundermon, JCC

Peg Borman, JCC

Natalie Prevette, JCC

Ellen McBride, RCS

Kathy Russell, TFC Recycling

The summary for the meeting is as follows:

### 1. Meeting Summary

The summary of the July meeting was approved as presented.

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

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

August 18 – Unity in the Community, Chesapeake

September 8 – Newport News Go Green Festival

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

September 15 – Master Gardeners Fall Festival, Virginia Beach

September 15 – Elizabeth River Fest, Chesapeake\*

September 22-23 – Bay Days, Hampton\*

October 4-7 – Peanut Festival, Suffolk

November 13 – Anthem Eco Fair, Virginia Beach

November 15 – Anthem Eco Fair, Norfolk

*\*Need volunteers for this event.*

Trailer repairs and maintenance have been completed and includes new window hinges and smaller automotive repairs. Total repairs came in under budget at a total of \$1,889 split between the four committees. Because there is some excess budget, HRPDC staff will research the cost of updating the wrap for the trailer to repair punctures and damages.

**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:

- The Committee reviewed their approved stencil.
- The workgroup has finalized an installation schedule.

- A four-week social media contest will ask students (and the public) to post pictures with a stencil or a picture/video of what they do to live “green.” Tentatively planning on a September launch.

*FY19 Media Planning* – Red Chalk Studios led a discussion reviewing committee ad campaigns and discussing media priorities for FY19. The Committee identified the following priorities:

- Campaign focused on waste reduction (does not need to be a fall campaign)
- When talking about recycling, communicate the simple message: paper, bottles, cans
- Regional op-ed for America Recycles Day
- Address contamination tips via social media
- askHRgreen brand campaign for social media

**Action:** HRPDC staff will work with RCS to develop FY19 media plan.

#### **4. DEQ Litter Prevention & Recycling Grant**

HRPDC staff provided a copy of the FY18 grant report and the FY19 grant application submitted on behalf of the Committee prior to the July 15 deadline. The application included funding for:

- TU2CU safety vests
- Arcmate litter grabbers
- Rubber-lined work gloves
- Trash bags (30 gallon, possibly green)
- Litter rack card reorder (5,000)
- T-shirts
- Auto litter bags

**Action:** None.

#### **5. Regional Cigarette Litter Prevention Project**

Keep Virginia Beautiful (KVB) has awarded a \$500 grant from the 30 in 30 grant program. 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 coordinate purchase of supplies with participating localities.

#### **6. Great American Cleanup 2019**

The Committee discussed the 2019 Great American Cleanup partnership with Keep Virginia Beautiful.

- In 2012, the Committee hosted the national GAC kickoff event with cleanup and beautification projects concentrated on a two day window followed by a reception for volunteers on Friday evening with prizes, dinner, and drinks at the Virginia Zoo.
- This year’s events will be scheduled for May 3-4.
- Mike asked that a volunteer from the Committee take the lead in coordinating the effort with HRPDC staff and KVB. The Committee approved the Chair, Wayne Jones, for this role.

- Revenue generated from sponsorships will be split between KVB and participating localities in the form of a grant for a community project.

**Action:** Localities should begin recruiting local businesses and citizen groups for projects on May 3-4.

## 7. Staff Reports

### Budget

- The new FY19 budget was reviewed. Final trailer repair costs need to be added.
- The proposed FY20 budget was again presented for Committee consideration. A unanimously approved budget will be needed in September.

### Regional Recycling Meeting

- Contract administrators and outreach staff met in August to discuss emerging issues and concerns with local recycling programs.
- County Waste and TFC Recycling are raising rates to reflect changes in the recycling market.
- Many localities beginning to seriously consider enforcement activities to include tagging and refusing pickup of contaminated containers.
- Waste reduction was identified as the emerging message of importance for residents.

Imagine a Day Without Water – Water Awareness Committee will be partnering with local breweries and coffee shops to distribute coasters and coffee sleeves.

**Action:** Localities should prepare to approve a budget at the September meeting.

## 8. Locality Updates

- Girl Scout patch – The Committee discussed having a patch specifically for askHRgreen.org or Team Up 2 Clean Up. There was discussion on whether to go through the formal process of becoming an official patch or fitting initiatives into existing patch requirements. Dawn Oleksy will follow up with Boy Scouts about the patch process and report back to the group.
- NPR feature on teacher supply swaps that help teachers spend less of their own money on supplies and reduce waste.
- James City County – case studies with Parks & Rec, formal zero tolerance litter policy, wildflower planting project, Clean Business Forum, cigarette litter outreach at Jamestown Beach
- Suffolk – upcoming recycling drive and fall cleanups, #DoBeautifulThings award of \$100
- Chesapeake – upcoming recycling drives, photo calendar contest, CEIC Notable Yards, RiverFEST
- Virginia Beach – upcoming recycling drive with Virginia Aquarium, CLPP at Little Island Park with Keep It Beachy Clean, Helping Hands projects continue, accepting wine corks through Recork mail in program, social media messaging, considering plan for recycling enforcement program
- Portsmouth – summer camp program and National Night Out, beginning recycling enforcement, upcoming recycling events and school supply drive

- Gloucester – fall cleanup and HHW collection event, Adopt-A-Boat Landing pilot project (spot adopted by local oyster harvester)
- Poquoson – Tree replanting project, Lions Club collection of plastic bags for Trex, electronic message boards being used for recycling quick tips.

**Action:** None.

**Next Committee Meeting** – The next scheduled meeting is September 11 at a location TBD on the peninsula.