

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary
Tuesday, September 11, 2018
Hampton City Hall

In attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Beth Vandell, HRPDC
Leslie Bowie, GL

Dan Baxter, NN
Wayne Jones, SU
Dawn Oleksy, JCC
Debbie Blanton, HA

The summary for the meeting is as follows:

1. Meeting Summary

The summary of the August meeting was approved as presented.

Action: The meeting summary was approved.

2. askHRgreen.org Community/Trailer Events

September 8 – Newport News Go Green Festival
September 13-16 – Isle of Wight County Fair, Windsor - *cancelled*
September 15 – Master Gardeners Fall Festival, Virginia Beach - *cancelled*
September 29 – James Riverfest, Williamsburg/James City County
October 1 & 5 – Virginia State Fair, Doswell, VA*
October 4-7 – Peanut Festival, Suffolk
November 13 – Anthem Eco Fair, Virginia Beach
November 15 – Anthem Eco Fair, Norfolk
**Need volunteers for this event.*

Keep Virginia Beautiful has invited askHRgreen representatives to volunteer at the Virginia State Fair on October 1st or 5th. Some help has been secured for October 1st but additional afternoon/evening volunteers are needed.

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

3. Media & Promotions

Write as Rain – The Write as Rain workgroup campaign is now underway:

- News release has been issued. A swiss cheese release for locality use is forthcoming.
- Megan Hale and Katie Cullipher will appear on an upcoming segment of WVEC's Coastal Connections program to promote the initiative.
- Map showing stencil locations is available on the blog. York County and Hampton locations still need to be added.
- Prizes received from partnering radio stations. Tickets to Nationals game will be used in a separate promotion due to the turnaround time for the tickets.
- Social media contest – post pictures with a stencil or a picture/video of what you do to live “green.” Winners will be selected at random from those using #askHRgreen.

FY19 Media Planning – The Committee continued to discuss FY19 media priorities and identified the following campaigns:

- America Recycles Day:
 - Op-ed with a lifestyle focus aimed at the general public
 - Address state of recycling but also a zero waste mentality/limiting single use plastics and getting back to basics with recycling (cans, bottles, paper)
 - Dan will develop an outline for review and Elizabeth Evans from RCS will craft draft for Committee review at October meeting
 - Support with social media graphics (use this not that, is this recyclable)
- Waste Reduction campaign – focus on reduce and reuse
- Back to Basics recycling message (paper, bottles, cans)
- Team Up 2 Clean Up to support Great American Cleanup partnership with KVB
- askHRgreen social media brand campaign

Action: HRPDC staff will work with RCS to develop FY19 media plan. HRPDC staff will provide a draft of the ARD op-ed at the October meeting.

4. 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.

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

Action: HRPDC staff will purchase \$500 of ash receptacles.

5. Promotional Materials

The Committee reviewed quotes for auto litter bags and requested the Team Up 2 Clean Up logo at the artwork.

Action: HRPDC staff will purchase 2,500 auto litter bags and allow Committee members an opportunity to purchase extra bags, if desired.

6. Great American Cleanup 2019

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

- This year's events will be scheduled for May 3-4.
 - Committee members will be responsible for coordinating events for each day. Goal of at least one project per day per locality. Impactful, transformational projects are preferred: plantings, refurbishing parks, etc.
 - KVB and HRPDC staff will primarily focus on sponsorships and corporate partners.
 - Proceeds will be split between KVB and localities. The Committee discussed contributing proceeds to the askHRgreen program budget.
- Mike will work on permissions to use "National Kick-Off" terminology.
- A draft flyer created by KVB was distributed.
- Friday focus will be business and military volunteer projects. Celebration to be held after projects on Friday.
 - Venues ideas for Friday night celebration include: Norfolk Botanical Garden, Virginia Zoo
- Localities were asked to prepare a list of potential business partners/sponsors with contact information if possible.

Action: Localities should identify potential sponsors and projects. HRPDC staff will work with KVB to further refine event plans and outreach materials.

7. Staff Reports

Budget

- The proposed FY20 budget was again presented for Committee consideration.
 - Fleta Jackson representing Norfolk submitted the following comment via email:
“I am not in favor of any budget increase. We have reserves and if we need those extra funds then the reserve should cover the costs. City budgets are not increasing and many departments have been asked to make cuts. I feel this committee should be doing the same vs just always asking for more money. That is not a sustainable model. I will support a budget that has no increase. We can either use more of our reserved funds or cut costs.”
 - HRPDC staff explained that there was no increase to the FY20 budget. The \$4,295 increase in local contributions for FY20 was due to a decrease in the reserve contribution from \$19,295 in FY19 to \$15,000 in the proposed FY20 budget. The reduction in reserve spending was proposed by HRPDC staff so the overall budget increase approved in FY18 could be implemented incrementally over several budget years using reserve funds and gradual increases in locality contributions to avoid a sharp increase in locality contributions or budget cut once reserve funds are exhausted.
 - The budget increase from FY18 to FY19 was meant to better align the Committee’s admin budget with the admin budgets of the other three askHRgreen Committees. The Recycling & Beautification Committee pays the least amount towards administrative staff even after the increase approved in FY18.
 - The Committee discussed keeping the reserve contribution the same for FY20. There was concern that this approach is not sustainable. Most were more comfortable with the incremental reduction of reserve spending and slowly increasing local contributions to avoid exhausting reserve funds and big budget increases down the road.
 - The Committee agreed to increase the reserve contribution in the FY20 budget in order to get a unanimously supported budget as required by the bylaws but would like to look for ways to possibly supplement the budget in future cycles in order to avoid the need for cuts to the program.
- HRPDC staff reminded the Committee that the FY20 budget must be endorsed by Committee representatives by September 25, 2018 in order to meet locality budget deadlines in October.

Action: HRPDC staff will revise budget and send for Committee review. An approved budget is needed no later than September 25, 2018.

8. Locality Updates

- James City County – askHRgreen trailer will be at RiverFest, wildflower beautification project, zero tolerance for litter policy, planning outreach event with waste reduction message on 11/3

- Newport News – rain barrel workshops, Go Green Festival, CLPP initiative expanded to CNU, concrete fabric manufacturer, public works academy (9/20), completed six session with summer camp kids.
- Suffolk – recycling drive cancelled due to weather, Keurig/KVB community garden project, balloon debris survey, public art installation using balloon debris, zombie cleanup
- Gloucester – fall cleanup 10/13, HHW event on 10/20, partnering with Parks & Rec on illegal dumping signage, meaningful watershed experiences for 4th graders
- Hampton – 40th anniversary celebrations, 26-32 sites for ICC, tree planting planned for November as part of 40th anniversary celebration.

Action: None.

Next Committee Meeting – The next scheduled meeting is October 9 in Chesapeake.