

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, June 13, 2017

HRPDC Office - Chesapeake

In attendance:

Katie Cullipher, HRPDC

Wayne Jones, SU

Craig Simmons, VB

Dan Baxter, NN

Fleta Jackson, NO

Amos Taylor, PO

Lacie Weaver, NO

Leslie Bowie, GL

Mike Baum, KVB

Ellen McBride, RCS

The summary for the meeting is as follows:

1. Meeting Summary

The May meeting summary was reviewed and approved.

ACTION: Summary approved.

2. FYI - askHRgreen.org Community Events

June 17 – MOCA Family Fest, Virginia Beach

June 24 – Olden Days, Smithfield

June 24 – Noland Trail Celebration, Newport News

September 14-17 – Isle of Wight County Fair, Windsor

September 17 – RiverFest, Virginia Beach (participation TBD)

September 30 – James River Fest, Williamsburg

October 5-8 – Peanut Festival, Suffolk

October 7 – Lynnhaven River Now Fall Festival, Virginia Beach

ACTION: All committed events are currently staffed with volunteers.

3. Media & Promotions

The Committee discussed focusing media campaign in the following priority areas in FY18:

- Litter – focus around patriotic holidays (Memorial & Labor Day) to capitalize on national pride and the TU2CU underlying campaign theme; illegal dumping is also something all localities are facing; business litter is also a concern; Great American Cleanup – highlighting the resources available
- Recycling – ARD timeframe for an annual campaign in November, electronics around the Christmas holiday season, back to basics (Norfolk’s “10 in the bin”); VB does not have an interest in the contamination message
- Beautification was also mentioned but with less regional emphasis
- Education/curriculum develop is another area to consider

ACTION: HRPDC staff will confer with Cahoon & Cross/RCS and develop some media options for the Committee to consider in order to accomplish some of these messaging goals in FY18.

4. Litter Outreach

The Committee reviewed drafts of the “Team Up to Clean Up” campaign posters and rack cards.

Feedback was as follows:

GENERAL ISSUES:

- Photos don't look local to Norfolk area.
- Litter doesn't look real; it looks placed and/or PhotoShopped.
- Need to hide specific names on litter (Coca-Cola, Wawa...)
- Copy is hard to read—need bigger font, different color, consistent weight.
- Insert human touch/people? - either via the main image or in the TU2CU logo section
- Too many messages going on?

SPECIFIC TO RACK CARDS:

- Too much "Good to Know" copy; edit and make into bullets
- Cigarette butts photo GOOD but consider showing a dumpster in a business parking lot as the other image
- Back of card is hard to read—adjust color
- Confirm font size on both sides is the same

Below are the approved locations for imagery (photos already taken in red)

- Bridge
- Farm Field
- Business Parking Lot
- Dock
- Beach
- Marsh
- Road
- School Yard
- Creek/waterway

ACTION: Red Chalk Studios will work on refining the posters and rack cards based on the above feedback and provide the Committee with revised drafts.

5. Regional Quality Recycling Project

There will be a special meeting after the July 11 Committee meeting at Goodwill in Hampton for JCC, SU, NN, YK, and any other interested localities to have an in-depth discussion of outreach tactics and the Recycling Partnership contamination outreach materials.

ACTION: HRPDC staff will make arrangements with Goodwill to have meeting space available after the regularly scheduled meeting and remind participants about attending.

6. Regional Cigarette Litter Prevention Project

Mike Baum of Keep Virginia Beautiful attended the meeting and presented the Committee with a check for \$2,000 from their Thirty-in-30 grant program. The Committee discussed using the funds to purchase receptacles and possibly any education materials needed for another regional cigarette litter prevention program with project sites in Hampton, Newport News, Norfolk, Suffolk, Portsmouth, Virginia Beach, and York County.

Keep Virginia Beautiful can assist in providing pocket ashtrays for the outreach effort.

Action: HRPDC staff will email all seven interested localities to confirm participation in the grant and gather project information: project leaders, receptacle types and quantity desired of each, educational materials needed, etc.

7. **Committee Leadership**

The Committee discussed the changeover in leadership and agreed to elect a Chair and Vicechairperson at the July 11 meeting when the bylaws are reviewed in hopes that meeting attendance will be high.

Action: HRPDC staff will send a reminder to Committee members about the election and encourage attendance at the July meeting.

8. **Staff Reports**

Budget - The current FY17 budget was presented for review.

Minigrant Advisory Committee – The Committee’s representatives are Wayne Jones of Suffolk and Laurie Halperin of York County. A meeting is being scheduled with all four askHRgreen.org committees for their representatives to discuss the approval process and any set necessary ground rules for the mini grant program. The results of that meeting will be shared with the rest of the Committee members.

ACTION: HRPDC staff is working to schedule that advisory committee meeting before the end of June.

9. **Locality Updates**

Suffolk – Great turnout for Clean the Bay Day (CTBD) and good media coverage; new advertising partnership with Suffolk News Herald for weekly publications (in print and online); working on a pollinator garden

Virginia Beach – CTBD had 900 volunteers in 30 sites – very successful event; litter index was completed last week; Helping Hands projects are underway; Focusing on new messaging/branding for Waste Management.

Norfolk – Had 1008 volunteers at 40 sites for CTBD; 1400 volunteers at 56 events for Great American Cleanup; 180 Adopt-a-Spot sites have been identified, 170 are currently active; Norfolk Pride Nights at local high school football games focusing on “no litter left behind”; looking at ICC locations.

Newport News – Working on glass recovery project with Bay Disposal; litter management program is underway using KAB’s litter index; NN Go Green Expo coming up in September; Next recycling audit is scheduled for June 27 at Bay Disposal.

Gloucester – Leslie Bowie is new and getting acclimated to the job.

ACTION: None.

Next Committee Meeting – July 11, 2017 at 11:00 a.m. at the Goodwill in Hampton.