

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, March 13, 2018

City Hall – Hampton

In attendance:

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

Beth Vandell, HRPDC

Wayne Jones, SU

Dawn Oleksy, JC

Dan Baxter, NN

Elise Duncan, CH

Laurie Halperin, YK

Samantha McNeil, YK

Donna Corbus, RDS

Fleta Jackson, NO (via phone)

Craig Simmons, VB (via phone)

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

March 24 – SEVA CAI’s Community Association Day, Virginia Beach

March 24-25 – Daffodil Festival, Gloucester

April 5 – CNU Farmer’s Market, Newport News

April 14-15 – Mid-Atlantic Home & Outdoor Living Show, Virginia Beach (participation pending)*

April 21 – Virginia Living Museum Earth Day Festival, Newport News

April 28 – Community Empowerment Day, Newport News

May 9 – Public Service Week/DWW Celebration, Virginia Beach

June 30 – Olden Days, Smithfield

August 25 – Bufflow Family & Friends Community Day, Chesapeake

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

*September 15 – Elizabeth River Fest, Chesapeake**

October 4-7 – Peanut Festival, Suffolk

**Need volunteers for this event.*

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

3. Media & Promotions

Team Up 2 Clean Up/Great American Cleanup – March 19 to April 1

- Creative: The approved radio creative (POV Patriotic Everyman) is in production. HRPDC staff heard a first version of the radio spot but did not feel the voice talent or backing music were correct. HRPDC staff will send out the radio spot once finalized.
- Committee members were reminded to send in cleanup event details that they would like promoted during the TU2CU campaign.
- HRPDC staff is in the process of finalizing the toolkit materials to display on the website.

Action: HRPDC staff will finalize TU2CU campaign. Committee members should send in cleanup event details for the TU2CU event calendar.

4. DEQ Litter Prevention & Recycling Grant

The Committee continued to discuss how best to allocate the \$5,971 in grant funds received through VA DEQ's Litter Prevention & Recycling Competitive Grant.

- HRPDC staff provided various display banner and magnet board styles for Committee review. The Committee selected a preferred style for each item. Factors discussed in the decision-making process included cost, portability, size (for storage and display space), and the ease of updating the content.
- HRPDC staff provided sample pricing for refrigerator magnets, tattoos, stickers and message pens. The Committee tentatively agreed to purchase about 5,000 4"x6" magnets with an "in the bin" message and 5,000 tattoos. The magnet design could coordinate with the magnet game and the tattoo could use a simple readymade design.

Action: HRPDC staff will finalize pricing and begin to work on design for preferred materials.

5. Regional Cigarette Litter Prevention Project

- 2018 Keep America Beautiful Application: HRPDC staff submitted an application for a regional project. The following localities were included in the application: Gloucester, Suffolk, Newport News, Smithfield and Virginia Beach.
- 2017 KVB Grant Application: The following localities should be completing a sustainability scan in the coming weeks: Newport News, Portsmouth, Suffolk, Virginia Beach and York.
 - Norfolk has already submitted their sustainability scan.
 - Hampton was not able to implement their CLPP project as planned and has five free standing receptacles available to any interested Committee member. York County expressed interest in two receptacles and will work directly with Hampton to coordinate pickup.
- The Committee discussed cigarette litter recycling through TerraCycle. Currently, only Virginia Beach is using this program for the butts collected in the CLPP locations.

Action: 2017 project participants should perform a sustainability scan. Committee members should notify HRPDC staff if they are interested in the three remaining receptacles from Hampton.

6. Promotional Materials

The Committee agreed to purchase black-eyed Susan seed packets at the January meeting. HRPDC staff asked the Water Awareness and Stormwater Education committees to participate in a joint purchase and both agreed.

- The Committee voted to purchase 2,500 seed packets. James City County requested an additional 500.
- The Committee reviewed and approved the seed packet imprint.

Action: HRPDC staff will order 2,500 black-eyed Susan seed packets to arrive as soon as possible.

7. Staff Reports

Budget – The current FY18 budget was reviewed and accepted.

- FY19 budget allocation was approved in September. The Committee will begin discussing the budget breakdown at the April meeting.

- For FY19, HRPDC staff is anticipating some trailer maintenance costs. Specifically, the window hinges need to be upgraded.
- For FY18, HRPDC staff will be spending excess trailer budget on new brochure holders and baskets. Current items are worn out and cracked.

Environmental Action Awards – Western Branch Middle School and Craddock Middle School to be honored at the HRPDC Board meeting. HRPDC staff will be promoting the awards with a news release, blog post and social media posts.

Green Learning Guide – Final content has been sent to RCS for development. A draft will be available for review in April.

Keep Virginia Beautiful – Mike Baum will be attending the April meeting to discuss the Adopt-a-Highway program and other possible partnership opportunities.

Action: None.

8. Locality Updates

- York County – sponsoring field trip to TFC Recycling, Earth Day education event with ReStore and shredding, litter index for KAB, Touch a Truck event for Public Works.
- Newport News – school challenge during GAC, rain barrel workshops with Mariner’s Museum, Public Works Citizens Academy, recycling audit of Southeast neighborhood, conducting outreach (cart checks, good/bad cart tagging) in Lee’s Mill/Beaconsdale (targets for Quality Recycling project), plans to invite schools coordinator and CNU Sustainability Coordinator to meetings, provided updated commodities spreadsheet.
- Chesapeake – reforestation projects in Deep Creek, Chesapeake Recycles Day March 24th, CEIC to give zero waste prize packs during food truck rodeo, 1,600 participants in poster contest (looking for ways to recognize all participants – digital display, traveling display, etc.), 2019 photo calendar contest, Arbor Day 4/21-22, GAC promotion, askHRgreen.org received CEIC Communications Award.
- Norfolk – working on Norfolk Recycles Day, Keep Norfolk Beautiful Day and Clean the Bay Day, interdepartmental focus on community garden program, changing recycling message from participation to 10 in the bin.
- Virginia Beach – GAC event on 4/7 at Scarborough Square Park, Earth Day at Mt. Trashmore 4/21 which includes recycling event (Habitat for Humanity is a new partner this year), also new for Earth Day is requiring vendors to “green” their practices (reducing waste, recycling, etc.)
- Suffolk – working on cleanups, recycling event and tire takeback, pushing a lot of social media, created a TU2CU selfie frame, looking in to public art project for ARD
- James City County – looking in to deer cameras at illegal dump sites, continuing Recycling Rangers after school program, launching roadside wildflower planting project, April is litter awareness month and county-wide cleanup.
- RDS – Donna Corbus briefly in a sales role but is moving back to community outreach as a priority.

Next Committee Meeting – April 10, 2018 at 11:00 a.m. in Chesapeake.