

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary
Tuesday, September 12, 2017
Sandy Bottom Nature Park - Hampton

In attendance:

Katie Cullipher, HRPDC
Elizabeth Vandell, HRPDC
Rebekah Eastep, HRPDC
Leslie Bowie, GL
Fleta Jackson, NO
Wayne Jones, SU
Dawn Oleksy, JC
Craig Simmons, VB

Kathy Bew-Jones, SM
DeAnna Lawrence, IOW
Dan Baxter, NN
Tammy Rojek, WM
Alex Wall, JC
Elise Duncan, CH
Roger Fournier, Goodwill

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 14-17 – Isle of Wight County Fair, Windsor

September 17 – RiverFest 2017, Virginia Beach* (need one more volunteer from 1-4)

September 30 – James River Fest, Williamsburg – *HRPDC staff will coordinate with Williamsburg staff for trailer delivery*

October 5-8 – Peanut Festival, Suffolk

October 7 – Lynnhaven River NOW Fall Festival, Virginia Beach*

October 7 – Norfolk Arbor Day Festival, Norfolk

October 21 – Comicon, Hampton

October 24-25 – Newport News Shipbuilding Event, Newport News

*Need volunteers for this event.

Tentative event: James City County Jolly Pond Road Collection Center event on November 4th.

Action: Volunteers still needed for Lynnhaven River Now Fall Festival and RiverFest.

3. Media & Promotions

The Committee reviewed and discussed the FY18 askHRgreen media campaign draft budget and agreed to the following campaigns during FY18:

- askHRgreen.org budget contribution (same all committees): \$20,000
- SEM campaign (same all committees): \$5,000
- RMTL media campaign for America Recycles Day: \$9,072.50
- Litter Awareness Campaign:
 - \$5,364 already approved in FY17 budget and rolling over for FY18 to finalize posters/rack cards, creative PowerPoint, public relations and project management.

- The Committee did not approve any additional budget for new collateral such as the campaign page on the website and a video.
- Spring Great American Cleanup: \$11,454.50
 - Requesting production of new radio spot
 - Would like to investigate streaming radio like Pandora, Spotify, etc.
- Write as Rain – The Committee agreed to participate in another round of creative development for Write as Rain.

Action: HRPDC staff will work with RCS to develop campaign media plans for Committee approval.

4. **Litter Outreach Campaign**

The Committee reviewed the final “Team Up to Clean Up” rack cards and posters and agreed to purchase 2,500 of each rack card. HRPDC staff will send out the distribution and cost information to see if any locality would like to purchase extra rack cards. Print ready files will be provided to Committee members via DropBox.

HRPDC staff will work to develop a PowerPoint outline. Committee input was encouraged.

Action: HRPDC staff will develop PowerPoint outline and distribute order information for rack cards.

5. **Regional Cigarette Litter Prevention Project**

The Committee discussed allocation of the \$2,000 KVB 30-in-30 grant funds for a regional cigarette litter prevention project. Participating localities include: Hampton, Newport News, Norfolk, Suffolk, Portsmouth and Virginia Beach.

- HRPDC staff created a scan form for locality reps to use when performing their preliminary scan. Preliminary scans should be completed in late September/early October.
- HRPDC staff inventoried existing CLPP materials to determine what additional items would need to be ordered. Once satisfying the requests of participating localities there is an estimated \$329 surplus in grant funds. HRPDC staff asked participating localities how they would like to spend the remaining funds. Participating localities requested HRPDC staff look at pricing for purchasing pocket and auto ashtrays since supplies are currently limited.

Action: HRPDC staff will request quotes for pocket and auto ashtrays. Participating localities should schedule and complete their preliminary scan.

6. **Regional Quality Recycling Project**

The Committee agreed to remove the Regional Quality Recycling Project from the formal agenda as the subcommittee members work to implement targeted outreach. Suffolk, James City County, and Newport News representatives will report back with updates as needed.

Action: Remove project from future agendas until updates are available.

7. **Staff Reports** *Budget*

Chair Dawn Oleksy reached out to individual Committee members to discuss “off line” what value they got from being members of the Committee, what changes they would like to see with the Committee and what concerns they might have about the increase in locality contribution. Chair Oleksy reported that Committee members were generally supportive of the Committee and considered it a good value. Specific responses included:

- We get the ability to relay information to the public in a way that we couldn't achieve on our own.
- The materials and services provided;
- This subcommittee serves as a clearinghouse for information regionally and gives us the ability to collaborate regionally on projects that are of mutual benefit
- The committee serves as a “brain trust” to minimize the learning curve
- It gives us the opportunity to share info that we are doing locally so they will have a regional impact;
- Not every jurisdiction is going to get the same degree of value out of every line item on our budget... it's just the way it is structured
- We love being able to use the trailer for our local events
- The sidewalk messaging campaign was very popular in our locality
- We are grateful for everything they do.
- The primary benefit is media exposure because banding together gets us additional publicity that we couldn't afford individually.
- We have a great deal of trust in Katie and Rebekah and are grateful for all their suggestions and recommendations...they are worth their weight in gold.
- The value is in handouts for markets, giveaways, strength in #s for materials.
- This is the best example of regionalism out there.
- This subcommittee allows us to educate our citizens better than we could do individually.
- We support the budget increase for administrative support because we are probably the most demanding of their time these days and we've been carried by the other subcommittees for a while now.
- The media campaign is a great value for the money (radio, social media, giveaways)
- We would not be able to generate such professional campaigns on our own.

Fleta Jackson proposed increasing the reserve fund contribution to the FY19 budget such that Norfolk's contribution does not increase for FY19. The Committee approved a recommended draft budget with a reserve fund contribution increase from \$10,000 to \$19,295, which removed the contribution increase for Norfolk and many other localities.

Green Learning Guide

The Stormwater Education Committee has received grant funding to produce an eight page Green Learning Guide targeted at elementary-aged children. For a \$1,667 contribution, the other Committees can contribute content to the guide.

- The Committee voted to participate in Green Learning by allocating funds from the FY18 printing budget.
- Fleta Jackson and Leslie Bowie volunteered to serve on the Green Learning Guide Subcommittee.

Action: HRPDC staff will distribute the recommended FY19 draft budget via email for unanimous approval. Votes will be recorded electronically.

8. Locality Updates

- Virginia Beach – E-cycling event with the Aquarium scheduled for 9/30, planning ARD events at collection sites, cameras to monitor drop-off site are up and running, and launching new Adopt a Storm Drain program.
- Smithfield – Attended tour of Bay Disposal.
- Isle of Wight – DeAnna is now acting Solid Waste Manager, setting up for county fair, looking for propane tank disposal options.
- Newport News – Well attended Go Green Expo, paint recycling in final phase of implementation, increasing partnerships with Mariner’s Museum and CNU Sustainability Office, next recycling audit will be the first week of October, and event recycling loaner program has been great success.
- Williamsburg – Platinum certification in Go Green Government Challenge.
- Gloucester – VIMS cleanup scheduled for United Way Day of Caring, Community Cleanup scheduled for 10/14.
- Norfolk – 30 volunteers participated in planting day event, ICC event will focus on one large park, focusing on increasing beautification numbers/planting projects (Arbor Day, seed bookmarks, seed packets).
- Suffolk – Continuing initiative to plant butterfly plants around stormwater ponds, launching church cleanup challenge where one church completes a cleanup and then challenges another church to do the same, plans to place litter messaging/signs in littered areas identified through the litter index.
- Chesapeake – Next Chesapeake Recycles Day will be in Western Branch, CEIC business beautification initiative awards, working on 2018 green events certification for city events, revamping adopt a spot program.
- James City County – Trail maintenance and butterfly garden planned for United Way Day of Caring, working on volunteer recruitment, planning for ARD.

Action: None.

Next Committee Meeting – October 10, 2017 at 11:00 a.m. at the HRPDC office in Chesapeake.