

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

Tuesday, February 13, 2018

HRPDC - Chesapeake

## In attendance:

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

Beth Vandell, HRPDC

Wayne Jones, SU

Dawn Oleksy, JC

Leslie Bowie, GL

DeAnna Lawrence, IOW

Matt Smith, HRPDC

Fleta Jackson, NO (via phone)

The summary for the meeting is as follows:

### 1. Recycling Rate Report

Matt Smith with HRPDC introduced himself and notified the Committee that he would be taking over the Recycling Rate Report for Southside communities. The reporting process includes compiling data from localities, MRFs, and large businesses in Southside Hampton Roads. Matt will be sending out a request for data shortly and asked that each locality confirm their appropriate contact on the distribution list.

**Action:** HRPDC will send the Recycling Rate Report contact list out via email for confirmation by Committee members.

### 2. Meeting Summary

The summary of the January meeting was approved as presented.

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

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

March 1-2 – Virginia Green Travel Conference, Virginia Beach – *waiting on hours to request volunteers*

March 3-4 – Hampton Roads Home Show, Hampton – *volunteers needed for Sunday*

- Ticket giveaway planned on social media to support the event

March 24-25 – Daffodil Festival, Gloucester

March 24 – SEVA Community Association Day, Virginia Beach\*

April 14-15 – Mid-Atlantic Home & Outdoor Living Show, Virginia Beach\* - *participation pending volunteer availability*

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

June 30 – Olden Days, Smithfield

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

### 4. Media & Promotions

*Team Up 2 Clean Up/Great American Cleanup*

The Committee reviewed new creative for the Spring Team Up 2 Clean Up/Great American Cleanup campaign. Creative concepts included:

- POV Cigarette Butt – a cigarette butt tells the negative impact of cigarette litter
  - Committee feedback: the concept was funny but possibly inappropriate.

- POV Patriotic Everyman – a “Tom Hanks” voiceover tells about the negative impacts of litter and encourages listeners to do something about it
  - Committee feedback: patriotic, provides good information, lends itself to possible video development like RMTL video, voice and background music will be key to setting the proper mood.
- POV Cheerleaders – cheerleaders “chant” a jingle worthy cheer about litter
  - Committee feedback: catchy, memorable, may be harder to understand the message/information, could be used as a great social media contest for local cheerleaders

Due to low attendance, Committee members requested that the concepts be sent out for review and vote via email to allow more feedback.

**Action:** HRPDC staff will send TU2CU creative for Committee review and vote.

## 5. 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 sent a survey to gauge interests/needs for Committee members. Results included:
  - Target audiences: general public, schools/youth
  - Messages: most commonly recycled items, reducing contamination
  - Venues/events: table displays, presentations to adults/youth
  - Tactics: promotional items, custom made “where does it go” game, pop-up display banners, printed materials
  - Preference for having individual items not regional supplies
- Based on discussion and the survey feedback the Committee requested that HRPDC staff do the following:
  - Research game options (magnet board game, bean bag toss) and get quotes for purchasing 17 individual sets
  - Get quotes for promotional items: refrigerator magnets that have a “what to recycle at curbside” message, tattoos, message pens (prefer with recycled content) and stickers.
  - Get quotes for 17 banner displays with brochure holder

**Action:** HRPDC staff will research options and pricing for the requested items.

## 6. Regional Cigarette Litter Prevention Project

The Keep America Beautiful Cigarette Litter Prevention Grant application is now open and is due by February 21<sup>st</sup>. The following localities have submitted their information for participating in a regional application: Gloucester, Suffolk, Newport News, Smithfield and Virginia Beach. Localities can send in information through Friday, February 16.

The following localities participated in the 2017 30 in 30 grant from KVB and should be completing a sustainability scan in the coming weeks: Hampton, Newport News, Portsmouth, Suffolk, Virginia Beach and York. Norfolk has already submitted their sustainability scan.

**Action:** HRPDC staff will submit an application for the regional KAB CLPP project and send a reminder to those who need to perform a sustainability scan.

## 7. Promotional Materials

The Committee discussed any promotional item needs. One idea submitted for consideration is the purchase of seed packets for the promotion of Pollinator Awareness Week: June 18-24.

- The Committee agreed to purchase Black-eyed Susan seed packets.
- The Committee asked HRPDC staff to approach other committees, specifically Stormwater Education and Water Awareness, about partnering on a purchase.
- The Committee also asked to see the artwork produced for previous purchases before placing the order.

**Action:** HRPDC staff will get quotes for Black-eyed Susan seed packets, distribute the imprint artwork and discuss the purchase with the Stormwater Education and Water Awareness committees.

## 8. Staff Reports

**Budget** – The current FY18 budget was reviewed and accepted.

- New charges were added to the budget for electricity charges at events

**Great American Cleanup** – Committee members were asked to send in details for Great American Cleanup activities so that they can be added to the website.

**Adopt-a-Spot Data** – Committee members were asked to send in Adopt-a-Spot data so that a regional map can be produced for the website.

- The Committee requested that HRPDC staff invite Mike Baum to attend an upcoming meeting to discuss better ways to partner with KVB and specifically the new Adopt-a-Highway partnership.

**Action:** Committee members should send in information for Adopt-a-Spot and Great American Cleanup. HRPDC staff will invite Mike Baum to attend an upcoming meeting.

## 9. Locality Updates

- Isle of Wight – Developing a better kindergarten outreach program and would love any guidance from other localities, also working with teachers to refine the program, VDOT contact not providing orange bags so they are in need of vendors or alternative contacts with VDOT
- Gloucester – Clean Gloucester Day in March, interested in learning about vendors for cleanup supplies (gloves, vests, litter grabbers) as well as volunteer requirements (waivers, safety gear/policies, etc.), working on Green Learning feature on kids and looking for additional input from the Committee.
- Suffolk – Hosting downtown and river cleanup, bottle top mosaic displayed at City Hall with good exposure results from council, etc., mosaic will be travelling to other city venues such as libraries and recreation centers, partnering with wildlife rehabilitator to incorporate information in to the outreach program about how litter harms animals
- Norfolk –Great American Cleanup and Norfolk Recycles Day planned, focused on beautification outreach with Master Gardeners (demo garden in underserved

community), working to increase partnerships across city departments (Jammin' Jams is a result of multiple city departments partnering on one event).

- James City County – Clean Business Forum will be held March 1<sup>st</sup> with TFC Recycling as featured presentation, TU2CU flyers and stickers being used to promote the county cleanup, KAB historic movie now available on YouTube, considering adding a picnic to the end of the county cleanup, developing a zero tolerance litter policy to be adopted by the county commission,
- TFC Recycling – Tours will be resuming after facility fire shut down access.

**Action:** None.

**Next Committee Meeting** – March 13, 2018 at 11:00 a.m. in Hampton.