

March 2, 2021

**Memorandum #2021-40**

**TO: askHRgreen.org: Recycling and Beautification Subcommittee**

**BY: Katie Cullipher, Principal Environmental Education Planner**

**RE: askHRgreen.org: Recycling & Beautification Subcommittee Meeting  
March 9, 2021**

The next askHRgreen.org: Recycling and Beautification Subcommittee meeting is scheduled for **Tuesday, March 9, 2021 at 11:00 a.m.** The agenda is attached.

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the subcommittee members, staff, and the general public, the askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held electronically via Zoom. Participants can join the meeting using the following credentials:

**Join by computer:**

<https://us02web.zoom.us/j/88168623502?pwd=cVloc3ZydERWWFViQytGeVpWb1ZSZz09>

-or-

**Join by phone:** 1-301-715-8592

Meeting ID: 881 6862 3502

Passcode: 396776

**Please RSVP by Monday, March 8, 2021.** R&B Subcommittee meetings require representation from at least five member-jurisdictions.

**Public comments** and suggestions based on this agenda package should be submitted in advance to [kcullipher@hrpdca.gov](mailto:kcullipher@hrpdca.gov).

RE/kl

Attachments

**askHRgreen.org: Recycling and Beautification Subcommittee:**

John C. Barnes, VB

Dan Baxter, NN

Kathy Bew-Jones, SM

Peg Boarman, JC

Jason Brown, CH

Cassie Cordova, JC

Morgan DeWeese, NO

Emily Douglass, JC

Michael Etheridge, IW

Deborah Everitt, NN

Tanya Ford, VB

Megan Hale, CH

Laurie Halperin, YK

Cynthia Harris, HA

Jim Hill, JC

Fleta Jackson, NO

Wayne Jones, SU

Samantha McNeil, YK

Robin Moore, SU

Russell Pace, FR

Kristi Rines, VB

Erin Rountree, SU

Craig Simmons, VB

Aaron Small, WM

Sarah Sterzing, NO

Amos Taylor, PO

Elisabeth Wilkins, GL

Bodina Wright, PQ

**askHRgreen.org: Recycling and Beautification Subcommittee Copy:**

Shannon L. Alexander, A-NPDC

Michael G. Baum, KVB

Joe Benedetto, RDS

Lauren Cutlip, RDS

Roger Fournier, Goodwill

Tracy Hofmeyer, VPPSA

Mike Kelley, SPSA

Esi Langston, NO

Kathy Russell, TFC Recycling

Meagan Schulenberg, SPSA

Henry Strickland, SPSA

**HRPDC Staff:**

Robert Crum

Katie Cullipher

Keith Cannady

Rebekah Eastep

**AGENDA**  
**MEETING OF THE**  
**ASKHRGREEN.ORG: RECYCLING & BEAUTIFICATION SUBCOMMITTEE**  
**MARCH 9, 2021**  
**11:00 AM**

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the subcommittee members, staff, and the general public, the askHRgreen.org: Recycling and Beautification Subcommittee meeting will be held electronically.

*The purpose of the R&B Subcommittee shall be to promote litter control, recycling, beautification and general environmental awareness through educational projects designed to reach all sectors of our regional community.*

**1. Public Comments**

**2. Meeting Summary**

The summary of the February 9 meeting is attached for review and approval. Summary highlights include:

- GAC 2021 - The Committee continued planning efforts for regional cleanup events March 26-27, 2021. Registration page is live, flyer is updated, preparing news release and sample social media posts for promoting the effort will be available in early March. Committee agreed to use \$1000 for billboard PSA to support events and use the remainder of printing/promotional items funds for social media ads.
- Recycling Outreach – The Committee discussed finalized campaign assets and discussed printing rack cards. To date, WTKR has picked up the story about the new campaign.
- Cigarette litter outreach – Committee reviewed the draft receptacle grant program application to be shared with the Stormwater Committee. An April launch has been determined for the initiative. In addition to typical press release, the Committee discussed a coordinated launch with the model cigarette butts on display in a location or multiple across the region.
- Grants – HRPDC staff will coordinate with RCS to put together a draft media plan for SSRR for review in March.

Attachment 2

**Action:** Approve summary

**3. askHRgreen.org Outreach Events**

The current listing of events is as follows.

3/26 - 3/27	Great American Cleanup	Hampton Roads
4/10	Go Green Fest	York
6/12	HRSD Woodstock Park Project	Virginia Beach
6/19	ERP RiverFest	TBD - Chesapeake

**Action:** Based on discussion

**4. Great American Cleanup 2021**

The Committee should continue discussing local events and final plans for the regionally-coordinated Great American Cleanup scheduled for March 26-27.

**Action:** Based on discussion

**5. Recycling Outreach**

The Committee will continue discussing promotion of the new Start Smart, Recycle Right outreach campaign launched in January. The final version of the rack card is attached and the Committee should review and discuss the attached quotes for printing options. The Committee will also review and discuss a draft media proposal for the SSRR campaign.

Attachment 5A, 5B

**Action:** Based on discussion

**6. Cigarette Litter Outreach**

Committee members will continue discussing plans for an April campaign launch plan for the #NoButtsAboutIt initiative.

**Action:** Based on discussion

**7. Staff Reports**

The current FY21 budget is attached for review.

The Committee should review and discuss the February Digital Marketing Report.

Attachment 7A, 7B

**Action:** Based on discussion

**8. Roundtable Discussion & Locality Updates**

**Next Committee Meeting** – The next regularly scheduled meeting is April 13, 2021.