

askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, January 8, 2019

HRPDC - Chesapeake

In attendance:

Dawn Oleksy, JCC

Wayne Jones, SU

Megan Hale, CH

Deanna Lawrence, IW

Katie White, NO

Shelley Hunter, CH

Craig Simmons, VB

Leslie Bowie, GL

Mike Baum, KVB

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

Beth Vandell, HRPDC

The summary for the meeting is as follows:

1. Meeting Summary

The summary of the December meeting was approved as presented.

Action: The meeting summary was approved.

2. askHRgreen.org Community/Trailer Events

January 12 – Jam’n Jamz, Norfolk

January 14-17 – Home Gardener Day and MAHSC – Virginia Beach (new)*

January 25-27 – Virginia Flower and Garden Expo, Virginia Beach*

February 9-10 – Hampton Roads Home Show, Hampton*

February 19 – Colonial Heritage Garden Club, Williamsburg/JCC

*Need volunteers for this event.

Action: HRPDC staff will send out a request for volunteers.

3. Media & Promotions

The Committee discussed FY19 media and promotional campaigns:

- Waste Reduction campaign – *January*
 - HRPDC has not yet received the updated creative but will send for committee review and approval via email.
- Team Up 2 Clean Up – *April* – new video. Video will be evergreen in nature but include a tag at the end for the May 3-4 kickoff events.
- Back to Basics recycling – *moved to fall 2019*
- askHRgreen campaigns for SEM and social media branding
 - Green new year’s resolutions – committee members can enhance campaign by sharing inspiration or personal resolutions under Facebook post.

Action: HRPDC staff will send updated Choose to Refuse campaign materials for Committee review.

4. Website Recycling Tool

HRPDC staff is meeting with Red Chalk Studios this week to begin work on the locality-specific recycling tool on the askHRgreen.org website modeled after the "Recycle-by-City" website.

Action: HRPDC staff will begin work on website recycling tool.

5. Grants

In December, the Committee approved purchasing \$3,000 of class 3 Velcro closure safety vests using the DEQ litter grant funds. HRPDC staff ordered the vests and asked Committee members to discuss how they would like to distribute the vests. The Committee determined that vests should be split evenly since they were purchased with grant funds.

Wayne Jones shared some upcoming grant opportunities of interest for Committee members:

- Free bare root trees through National Wildlife Fund (NWF) – request must be placed at least one month prior to event.
- Trees Forever – grant for bigger trees for use in parks.

Action: Committee members should pick up safety vests. HRPDC staff will prepare DEQ litter grant report.

6. Promotional Materials

The Committee has purchased:

- 2,500 auto litter bags – available for pickup
- 2,000 cutlery sets – on order

Action: Committee members should pick up auto litter bags.

7. Great American Cleanup 2019

Mike Baum was present to further discuss the partnership with Keep Virginia Beautiful for the regional kickoff to the 2019 Great American Cleanup on May 3 & 4.

- Locality Action Items:
 - Project planning – at least one impactful, transformational project per day
 - Aim to have details confirmed by February-March
 - Potential business sponsors/volunteers – add to [Google spreadsheet](#)
 - Determine how proceeds will be allocated – several recommendations have been made to contribute it to the askHRgreen budget to offset reserve spending.
 - Determine how best to handle release forms and documenting all participating volunteers (not just team captains)
- HRPDC/KVB:
 - Webpage for volunteer/sponsor signups is now live but on page text needs to be updated to promote the May 3-4 kickoff events.
 - Honorary board invitations will go out next week and will be mentioned during HRPDC Board meeting by Executive Director, Bob Crum. Invites will also go out to Keep America Beautiful president and local military commanders.
 - Outreach to potential sponsors
 - Many larger corporations have an online process for sponsorships or donations so these should be pursued first.
 - News release development – issue mid-January

- Promotions: Send notice out to potential partners like Coastal VA magazine, the chambers, local non-profits, and Bay Star Homes/Bay Star Business contacts.
- Coordination of celebration event – The Committee discussed not having a celebratory event or piggybacking off an existing event such as the Norfolk Wine Festival due to the time and resources needed to host an event.
- Update volunteer and sponsorship appreciation certificates

Action: Localities should identify potential sponsors and projects and add them to the Google spreadsheets. HRPDC staff will work with KVB on promotions and sponsorship outreach.

8. Staff Reports

Budget - The current FY19 budget was reviewed. The Water Awareness Committee has asked HRPDC staff to get quotes for a new design and wrap installation for the askHRgreen.org trailer.

Green Learning Guide – Guides have been distributed to most schools and extras are available for private and home school students.

New HRPDC outreach program – The Coastal Resiliency Committee will be launching a new flood insurance outreach campaign and there may be cross-promotion opportunities with the askHRgreen.org website specifically regarding sea level rise.

Action: None.

9. Locality Updates

- Chesapeake – nominations open for CEIC Awards, Big Ugly Brewing recognized for business improvement award, photo calendars available for purchase, k-12 poster contest open, Paddle for the Boarder event May 4.
- Virginia Beach – e-cycling event with the Aquarium on Jan. 19, continuing to work closely with TFC Recycling on contamination project.
- Norfolk – Jam’n Jamz tree giveaway this weekend, Volunteer Open House Jan. 30-31.
- Suffolk – Balloon litter public art project, Christina Trapani will attend upcoming meeting to discuss Beachy Clean initiative and straw replacement efforts.
- James City County – preparing for quarterly community meeting
- Gloucester – no curbside recycling program presently (previously offered through private contractors)
- Another bag bill has been proposed. Bill would give localities the ability to have a plastic bag ban but would require each locality to adopt the measure independently.

Next Committee Meeting – The next scheduled meeting is February 12th in Chesapeake.