

**askHRgreen.org Recycling & Beautification Committee Meeting  
Tuesday, April 13, 2021**

To protect the public health and safety of the Committee members and staff, the askHRgreen.org Recycling & Beautification Committee meeting was held electronically via Zoom. A recording of the meeting is available upon request.

**Attendance:**

Cassie Cordova, JCC  
Emily Douglas, JCC  
Morgan Deweese, NO  
Megan Hale, CH  
Toni Bishop, WM  
Craig Simmons, VB  
Elisabeth Wilkins, GL  
Wayne Jones, SU  
Michael Etheridge, IOW

Dan Baxter, NN  
Amos Taylor, PO  
Lauren Cutlip, RDS  
Meagan Schulenberg, SPSA  
Kathy Russell, TFC Recycling  
Mike Baum, KVB  
Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC

The meeting summary is as follows:

**1. Public Comments**

There were no public comments.

**Action:** None.

**2. Summary**

The Committee reviewed and approved the meeting summary for March.

**Action:** Approved.

**3. askHRgreen.org Outreach Events**

4/10	Go Green Market	Yorktown
	Earth Day Green Market &	
4/18	Pembroke Mall	Virginia Beach
6/16	HRSD Woodstock Park Project	Virginia Beach
6/19	RiverFest	TBD

askHRgreen trailer participated in the Go Green Market in Yorktown which was very busy. Hand sanitizers on trailer were expired and need to be swapped out for new items ordered this fall.

Chesapeake and Suffolk would like to include the askHRgreen trailer in the Fix-it Fair on May 15. Morgan DeWeese with KNB will be volunteering during the event.

RiverFest has officially been cancelled.

**Action:** Committee members are encouraged to reserve the trailer as needed or request supplies to support upcoming events.

#### 4. Great American Cleanup 2021

The Committee discussed results from the Great American Cleanup event held on March 26-27, 2021.

- Many localities have reported results. Others are asked to add their events to the spreadsheet when possible:  
<https://docs.google.com/spreadsheets/d/1XIFPvBw7f4LeTtP2Y4EDxBQCNp7QDYGiNz58rB5DDkY/edit#gid=2>
- HRPDC staff will draft a newsletter article to promote event results. The article should include ways for the community to continue participating in litter cleanups (checking out litter kits, promotion of Clean the Bay Day, etc.)
  - Stormwater Education Committee has a “Every Day We Love the Bay” sidewalk messaging campaign planned for Clean the Bay Day this year.
- The Committee tentatively agreed to hold Great American Cleanup again in 2022 on March 25-26.

**Action:** Committee members should share Great American Cleanup results and pictures.

#### 5. Recycling Outreach

Start Smart, Recycle Right Campaign

- RCS is developing several media campaign options for Committee review. HRPDC staff will share the proposals via email for discussion at the May meeting.
- The Committee reviewed sample radio creative for the SSRR campaign. The Committee liked the more whimsical script and recommended having a child or a group of children to perform the script. An African-American voice was also recommended.
- Kathy Russell is willing to present a media partnership proposal to TFC management.
- The Committee reviewed the preliminary results of the SSRR quiz included on the website. There has been no specific promotion driving people to take the quiz so results are currently the result of organic interest.
- Localities are encouraged to link to the survey and the SSRR video series on their locality website.

Start Smart, Recycle Right Promotional Items

- HRPDC staff is processing the order of 10,000 SSRR rack cards.
- The Committee reviewed pricing for two refrigerator memo pad options.
  - The Committee preferred the business card memo pad but would like to look into an option that provides a customized last page which is made of card stock that would stay permanently with the business card magnet to extend the life of the item.

- The Committee would also like to increase the quote quantity to 10,000 magnets.
- The Committee would like HRPDC staff to provide draft artwork for review at the May meeting.

**Actions:** HRPDC staff will send SSRR media plans for review and get updated quotes for the selected memo pads.

## 6. Cigarette Litter Outreach

The Committee continued to plan for the launch of the #NoButtsAboutIt campaign and cigarette waste receptacle grant program in partnership with the Stormwater Education Committee.

- HRPDC staff plan to issue a news release on April 30<sup>th</sup> to promote big butt model displays occurring the first week on May across Hampton Roads. The release will incorporate the announcement of the new cigarette waste receptacle grant program.
- The Committee has agreed to build an additional four sets of eight model big butts during the week of April 26<sup>th</sup>. All participating localities should be able to have their own set of model big butts once the new ones are finished.
- Lawn signs with educational messaging are available for pickup as well.
- Localities that plan to participate in the display include: James City County, Norfolk, Suffolk, Virginia Beach. Additional locations are welcomed. Deadline for participating will be week of April 26 so supplies can be picked up in advance.
- HRPDC staff can provide a staged photo of what the display will look like to help Committee members with local approvals to participate.

### 30 in 30 grant program

- The Committee discussed applying for a Keep Virginia Beautiful 30 in 30 grant
- Ideas discussed included supporting the cigarette ash receptacle grant program and a marine debris video featuring Fisherman Island.
- HRPDC staff recommended the marine debris video may be a better fit for the DEQ Recycling & Litter Prevention grant due to the larger budget needed to undertake quality video production. A locality sponsor will be needed to apply for the DEQ grant.

**Actions:** Committee members should seek local approvals for displaying big butt models during the first week of May. HRPDC staff will submit an application to the 30 in 30 grant for the cigarette waste receptacle grant program.

## 7. Staff Reports

### Budget

- FY21 Budget - The current FY21 budget was provided for review. Rack card purchase will be added once invoiced.
- FY22 Budget – Locality contributions were approved in September 2020. HRPDC presented a draft budget for Committee review with the individual allocations

for media and promotional items as well as mini grants, askHRgreen umbrella, and storage/trailer maintenance. The following localities voted to adopt the draft budget as the final FY22 budget: Williamsburg, James City County, Chesapeake, Gloucester, Newport News, Portsmouth, Suffolk, Virginia Beach, Norfolk, York County.

**Action:** None.

## **8. Roundtable Discussion & Locality Updates**

- *Keep Virginia Beautiful* - Working on a story with WTKR that will incorporate askHRgreen and cigarette butt models, Shiver in Virginia participation appreciated, 30 in 30 grant open through end of April.
- *York County* - Go Green Market well received, drug takeback and shredding event, Paige's Trees memorial project for Arbor Day (may extend state-wide), HHW & shredding event.
- *Chesapeake* - Chesapeake Recycles Day event this Saturday (first since COVID), Fix It Fair promotions for May event.
- *Newport News* - cleanups continue, rain barrel workshops (virtual with rain barrel kits), school projects have resumed, engaging municipal departments for GAC has resulted in request for litter kits and partnership with City Wellness Program.
- *James City County* - Spring cleanup this weekend, upcoming tree planting at Williamsburg Botanical Garden at Freedom Park.
- *Norfolk* - Norfolk Recycles Day this weekend, April 24<sup>th</sup> Community Cleanup and Elizabeth River Trail opening, Green Bucket Brigade to promote community cleanups, Hauge Community Cleanup, classroom kits for teachers/students.
- *Gloucester* - HHW collection event, 371 volunteers for GAC (had to borrow grabbers from multiple organizations), giving away 300 red bud trees, scheduling big butt model displays with Parks department.
- *Williamsburg* - Senator Monty Mason community cleanup, HHW event last weekend
- *Portsmouth* - First post-covid HHW event, litter reading to students, NNS cleanup around shipyard, meeting with downtown business association for community cleanups and advisory committee, Great American Cleanup this weekend.
- *Suffolk* - promoting lending kit and Adopt a Spot programs, recycling drive & tire amnesty day (partnering with Boy Scouts for flag disposal).
- *Virginia Beach* - cleanup with Surf rider at Lake Windsor, Earth Day cleanups with multiple local partners.
- *TFC* - Facebook live planned for tomorrow, would like to help promote local recycling events throughout Hampton Roads.

**Action:** None.

**Next Committee Meeting** – The next regularly scheduled meeting is May 11, 2020.