

**askHRgreen.org Recycling & Beautification Committee Meeting  
Tuesday, August 10, 2021**

The askHRgreen.org Recycling & Beautification Committee meeting was held electronically via Zoom. A recording of the meeting is available upon request.

**Attendance:**

Emily Douglas, JCC	Cynthia Harris, HA
Morgan Deweese, NO	Kristi Rines, VB
Megan Hale, CH	Cassie Cordova, JCC
Wayne Jones, SU	Becky Greenwald, CEIC
Dan Baxter, NN	Megan Schuleberg, SPSA
Samantha McNeil, YC	Lauren Cutlip, RDS
Toni Bishop, WM	Rebekah Eastep, HRPDC

The meeting summary is as follows:

**1. Public Comments**

There were no public comments.

- Chesapeake Environmental Improvement Council Chair Becky Greenwald inquired about assistance with the Council's 2021-2022 goal to encourage the \$0.05 fee on plastic bags by Chesapeake City Council.
  - The Committee recommended reaching out to Clean Virginia Waterways of Longwood University, Christina Trapani of Keep It Beachy Clean, and the Virginia Plastic Pollution Prevention Network (VPPPN) for assistance developing information and resources to support the new bag tax.
  - The VPPPN will meet on August 17, 2021 to discuss the new plastic bag tax.

**Action:** None.

**2. Summary**

The Committee reviewed and approved the meeting summary for July.

**Action:** Approved.

**3. askHRgreen.org Outreach Events**

The current events calendar is as follows:

8/20	TGIF	Suffolk
	Mid Atlantic Home & Outdoor Living	
9/11 - 9/12	Show*	Virginia Beach
9/16 - 9/19	Isle of Wight County Fair	Windsor
10/2/2021	Arbor Day	Norfolk
	VB Master Gardener Fall Gardening	
10/2/2021	Festival	Virginia Beach
10/6-10/11	Suffolk Peanut Festival	Suffolk
10/9	Lynnhaven River Now Fall Festival	Virginia Beach

Volunteers are needed for the Virginia Beach Home & Garden Show on September 11 and the afternoon shifts for September 12.

**Action:** HRPDC staff will request volunteers for the Virginia Beach Home & Garden Show. Committee members are encouraged to reserve the trailer for upcoming events.

#### **4. Committee Bylaws**

At the July meeting, the Committee discussed the use of written budget approval as confirmation of locality participation instead of a separate written letter submitted annually. Budgets are approved one year in advance so the letter of participation is duplicative. There was no opposition to this change and the amendment was submitted via email by Dan Baxter for Committee review and comment. A majority vote is required to approve the change.

- Those present voted to approve the change. Because a majority vote is needed to accept the change, HRPDC staff will follow up via email with additional Committee members.

**Action:** HRPDC staff will contact additional Committee members via email to collect votes on the proposed change to the Committee bylaws.

#### **5. International Coastal Cleanup**

The Committee shared local cleanup initiatives and plans for regional promotion of the International Coastal Cleanup.

- Free straw for litter cleanup leaders during the month of October.
  - Discuss further when an in hands date is available for the stainless steel straws.
- International Coastal Cleanup regional events
  - ICC dates range from August to December. There is not a specific focus date for 2021.
  - September 11 - Norfolk
  - September 18 - Virginia Beach
  - October 30 - Suffolk
  - Picking one date for cleanups may not be feasible and most localities struggle to commit to a single date in general due to coordination with other locality departments.
  - Local ICC events will be added to the askHRgreen calendar, promoted on the askHRgreen blog, and promoted on social media.
- Data collection is a challenge due to the detailed nature of the data requested.

**Action:** HRPDC staff will send out a request for ICC cleanup event details.

#### **6. Great American Cleanup**

Committee members discussed plans for the 2022 Great American Cleanup, scheduled for March 25-26, 2022.

- Keep Virginia Beautiful affiliate meeting planned for September.
- Tracey Leverty is the new contact for coordinating with KVB

**Action:** Committee members should plan for 2022 Great American Cleanup happening on March 25-26, 2022.

## 7. Recycling Outreach

The Committee discussed the Start Smart, Recycle Right (SSRR) media campaign which is currently running August 2 – September 5.

- The media campaign includes TV (Wavy/Fox), digital (pre-roll, native content, etc.), social media, and radio (stations: 95.7, 92.9, 93.7, 98.7, 92.3)
- HRPDC staff are working with Chesapeake to draft a letter to solicit financial support from local MRFs for recycling education, namely the Start Smart, Recycle Right media campaign.
- Start Smart, Recycle Right fridge magnet notepads and rack cards have arrived and can be picked up at HRPDC on request.
- The Committee expressed interest in social media graphics to use in local outreach. HRPDC staff will look into existing social media graphics or create new ones based on the rack card creative.
- James City County glass recycling – purple bins are being produced but no start date as of yet.

**Action:** HRPDC staff will resend the link to digital assets for the Start Smart, Recycle Right campaign and have social media graphics added to the assets.

## 8. Staff Reports

*FY22 Budget* - The FY22 budget was provided for review. The reserve balance will not be finalized until September when all invoices are processed and applied for FY21.

*FY23 Budget* – The Committee began discussing the proposed budget for FY23. HRPDC staff pointed out that the true reserve balance is closer to \$11,000 due to the SSRR campaign budget that rolled over from FY21 and will be spent in FY22. This will be the last year the Committee budget can be offset with reserve funds to decrease the locality contribution.

*Annual Report* - HRPDC staff are working on askHRgreen.org Annual Report to be finalized by September.

**Action:** Annual report will be sent for review via email.

## 9. Roundtable Discussion & Locality Updates

- York – York County Beautification Committee will be in touch with some changes to their recent mini grant

- Suffolk – Recycling Drive September/November, Soul for Souls shoe recycling added to recycling events, hiring a litter control coordinator, recycling education, ICC cleanups on October 30<sup>th</sup>
- Virginia Beach – ICC events, focus on small community cleanups, still not issuing litter cleanup supplies
- James City County – glass recycling project, secured load outreach campaign to help address litter, Clean Business Awards program restarting, no organized litter cleanups for ICC, lendable litter kits made available.
- Newport News – Day of caring with military, department challenge for ICC, community days with law enforcement, HHW event on September 11, outreach presentations to community organizations, 10 litter kits now available in each library (data submitted online – supplies coded in system)
- Norfolk – Green bucket brigade (bucket is “adopted” – QR code for data reporting/post cards), Family Fun Days, litter index this weekend, promoting cigarette receptacle grant, ICC cleanup in October, online challenge for skip the straw (raffle, business spotlight)
- Hampton – presenting new plans and programs for Hampton Clean City Commissions, summer camps with Parks & Rec, Bee City residential pollinator gardens, pilot project for adoption program of public areas, Tour de Trash Express participants needed, planning for litter index, no dates for ICC yet, Clean Business Forum
- Chesapeake – Keep Chesapeake Beautiful calendar photo contest, notable yards contest winners to be announced, clean business award nominations open, Chesapeake Recycles Day (November 6<sup>th</sup> at TCC), ICC plans to be determined, #NoButtsAboutIt campaign well received at libraries, October 2<sup>nd</sup> Arbor Day/Autumn Fest event
- RDS – expanding Portsmouth facility and looking to expand contracts locally, would be interested to see Start Smart, Recycle Right campaign resources

**Action:** None.

**Next Committee Meeting** – The next regularly scheduled meeting is September 14, 2021.