

**askHRgreen.org Recycling & Beautification Committee Meeting
Tuesday, September 14, 2021**

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

Attendance:

Sarah Sterzing, NO

Wayne Jones, SU

Dan Baxter, NN

Samantha McNeil, YK

Craig Simmons, VB

Morgan Deweese, NO

Megan Hale, CH

Samantha McNeil, YC

Cris Ausink, HA

Cassie Cordova, JCC

Rebekah Eastep, HRPDC

Katie Cullipher, HRPDC

The meeting summary is as follows:

1. Public Comments

There were no public comments.

Action: None.

2. Meeting Summary

The Committee reviewed and approved the meeting summary for August.

Action: Approved.

3. askHRgreen.org Outreach Events

The current events calendar is as follows:

9/11 - 9/12	Mid Atlantic Home & Outdoor Living Show	Virginia Beach
9/16 - 9/19	Isle of Wight County Fair	Windsor
10/2	Arbor Day	Norfolk
10/2	VB Master Gardener Fall Gardening Festival	Virginia Beach
10/6-10/11	Suffolk Peanut Festival	Suffolk
10/9	Lynnhaven River Now Fall Festival	Virginia Beach
10/30	Girl Scout Gold Star Project Event	James City County
11/5	Litter and Recycling Expo	James City County

Mid Atlantic Home & Outdoor Living Show held over the weekend. Although the event was scaled down, there was good traffic at the trailer.

Litter & Recycling Expo in James City County will be rescheduled and reformatted so the trailer is no longer needed.

America Recycles Day – The Committee discussed regional promotions for America Recycles Day.

- Norfolk – November 13th collection event (9 am to noon)
- York County – VPPSA event with shredding
- Hampton – TFC Tour on November 12th

Action: Committee members are encouraged to reserve the trailer for upcoming events and provide details for the askHRgreen calendar for any America Recycles Day events.

4. International Coastal Cleanup

The Committee shared updates related to local events planned for the International Coastal Cleanup.

- York – Garden rehab project
- Chesapeake – Northwest River Park with CEIC (Sept. 18th)
- Newport News – Groups scheduled weekly throughout ICC/litter kits
- Norfolk & Hampton – weekly cleanups throughout the fall

HRPDC staff will publish a blog post to promote the ICC and include Facebook posts throughout October.

Action: HRPDC staff will promote International Coastal Cleanup on social media.

5. Great American Cleanup

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

- Localities should plan events and share details with HRPDC staff.
- Chesapeake proposed an All Hands meeting with other locality department staff (parks, public information, etc.) and community stakeholders (Lynnhaven River Now, Elizabeth River Project, etc.).
 - The Committee would like to reach out to stakeholders in November with a save the date and plan to host a stakeholder meeting at the beginning of 2022.
 - The Committee would like to prepare a toolkit of resources to share with local partners at meeting (i.e. social media templates, logos, etc.)

Action: Committee members should plan for 2022 Great American Cleanup happening on March 25-26, 2022. HRPDC staff will draft a save the date for local stakeholders.

6. Recycling Outreach

The Committee discussed new ways to continue the Start Smart, Recycle Right campaign after the conclusion of the paid media campaign.

- Rack cards, magnets, and stainless steel straws are available for pickup.
- Suffolk expressed interest in pop-up signage to promote the initiative in various indoor locations and attractions in Hampton Roads. The Committee would like to see pricing and possible design options at the October meeting.

- Norfolk created demo carts for trash and recycling using plexiglass to allow citizens to see what proper disposal looks like (i.e. no bagged recyclables, flatten boxes, what's accepted for recycling).
- Many questions coming in from citizen regarding pet food cans due to lining. These can be accepted due to the "hot" processing which burns away the lining.
- HRPDC staff provided a draft partnership letter for Committee review. The intent of the letter is to get financial support for extending the SSRR campaign.
 - Suffolk recommended adding positive results from media campaign (clicks, views, etc.) to show the success of the campaign.
 - The Committee discussed sponsorship details – adding logo to end tag of video, social media posts with company tag, add logo on website.
 - Companies to contact include RDS, TFC Recycling, Waste Connections/Bay Disposal

Action: The Committee supported the partnership letter and asked HRPDC staff to get approval to send the letter from HRPDC leadership.

7. Staff Reports

FY22 Budget - The FY22 budget was provided for review. Reusable straws were purchased and are reflected on the budget.

FY23 Budget – The Committee reviewed the draft budget. A formal, unanimous vote is needed by the end of September. Votes will be requested and submitted via email.

Action: Committee members should vote on the budget via email.

8. Roundtable Discussion & Locality Updates

- *York* – supporting Gold Star Girl Scout event, garden rehab project, drug take back with shredding and food drive in October, Beautiful York County calendar
- *Chesapeake* – Calendar contest (over 100 pictures submitted), Business Beautification Awards nominations, Arbor Day & Autumn Fest on October 2nd, CEIC #NoButtsAboutIt tour with libraries, Chesapeake Recycles Day on Nov. 6th (Soles for Souls included), ICC events at Northwest River Park this Saturday, library/community center trick or treat event
- *Newport News* – Virginia Living Museum sustainable café project, rotary club meetings (great for recruiting volunteers), Hampton Roads Public Works Academy, Newport News Citizen Public Works Academy, HHW collection event
- *Suffolk* - Recycling drive, cleanups planned for October, looking into tree plantings or creating a LOVE sign with marine debris (tourism grant to produce a LOVE sign, possibly tie in with the 10th anniversary of askHRgreen)
- *Norfolk* – 11 ICC sites planned, Skip the Straw campaign (recruiting restaurants and encouraging residents to skip the straw, askHRgreen supplies available to support), Special Collection Day - Nov. 13th, family kits with resources for kids
- *James City County* – Jamestown Beach Park outreach and #NoButtsAboutIt display, Litter & Recycling Expo moved to November 20th (Soles for Souls,

ReStore, tires, electronics, plastic bag recycling), glass recycling project will launch next week

- *Hampton* - Had Recycling Booth at Art in the Park, Computer Household Hazardous Waste Recycling Collection on Sept. 18, Sept 25 weekend -hosting National Community Gardens Conference, Litter Free event at SuperNova Ska Festival on September 20, ICC Cleanups each weekend

Action: None.

Next Committee Meeting –The next meeting is planned for October 12, 2021.

DRAFT