

# askHRgreen.org | Recycling and Beautification Education Committee Meeting Summary

Tuesday, June 9, 2015

HRPDC - Chesapeake

## In attendance:

Dan Baxter, NN

Donna Corbus, PO

Kevin DuBois, NO

Quwania Jefferson, NO

Lacie Nixon, SU

Linda Minner, VB

Debbie Blanton, HA

Katie Cullipher, HRPDC

Rebekah Eastep, HRPDC

Julia Hillegass, HRPDC

Mike Baum, KVB

The summary for the meeting is as follows:

### 1. Meeting Summary

The summary of the May meeting was approved. Kevin DuBois noted the social media contact for Norfolk should be Quwania Jefferson.

**ACTION:** Approved.

### 2. FYI - askHRgreen.org community events

June 18 – NASA Langley Health & Wellness Fair, Hampton

June 27 – Olden Days, Smithfield

August 4 – National Night Out, Virginia Beach

September 11-13 – Hampton Bay Days, Hampton

September 16-21 – Isle of Wight County Fair, Windsor

September 19 – HRSLE/LRNNow Fall Festival @ Brock Center, Virginia Beach

October 8-11 – Peanut Festival, Suffolk

October 12 – Keep Hampton Roads Beautiful Golf Tournament, Chesapeake

**ACTION:** Committee members were asked to send pictures from FY15 events for the Annual Report.

### 3. Media

**Recycle More, Trash Less** - The Committee reviewed the RMTL radio & online campaign summary report. The campaign ran April 6th-18th. Facebook was a strong part of the campaign with more than one percent click thru rate.

**Annual Reporting** - Complete askHRgreen.org campaign results for all four committees will be included in the annual report available by the end of August.

**Coastal Virginia Green Magazine** - The Committee discussed the FY16 strategy for partnering with Coastal Virginia Magazine on another addition of Green Magazine. A complete discussion of topics and projects to highlight as well as fact checking improvements will take place at the June 16th All Hands meeting.

- City of Newport News has had great success using the FY15 Green Magazine for outreach to teachers and schools.

**ACTION:** HRPDC will distribute RMTL campaign summary report with the summary.

### 4. Cigarette Litter Prevention Program

The Committee continued discussion of the new regional cigarette litter prevention program. The following localities are launching projects in their localities under the program: Hampton, James City, Newport News, Norfolk, Portsmouth, Suffolk, and Virginia Beach. Recent updates include:

- Receptacles, pocket/auto ashtrays and all education/outreach materials have arrived and are ready for pickup by project leads.
- HRPDC will draft a social media content calendar for use by all localities and partner organizations. The hashtag #nocigarettelitternow will be incorporated into this effort.
  - Potential social media partners: clean community commissions, master gardeners, Virginia Living Museum/Virginia Aquarium, ERP, LRNow, neighborhood/civic groups, etc.
- News release will be issued once all scans have been completed – tentatively planned form week of June 8<sup>th</sup>.
- Blog by John Deuel posted on June 5<sup>th</sup>:  
<http://askhrgreen.org/askhrgreen-org-launches-regional-program-reduce-cigarette-litter/>
- Action items for team leaders:
  - Schedule pickup of receptacles and begin installation at project sites.
  - Notify HRPDC staff/John Deuel of any scheduled outreach events as these are great public relations opportunities.
  - Each project leader should plan to submit blog posts with photos about their locality project. Ideally, each locality will have a before and after blog to document the project.

**ACTION:** None.

## 5. 2nd Annual Keep Hampton Roads Beautiful Golf Tournament

The Committee discussed progress and updates related to the golf tournament.

- Executive Planning Committee Members: Catryna Jackson, Dan Baxter, Allison Watts, Joyce Heffington, Lacie Nixson, John Deuel, the HRPDC staff, Mike Baum (KVB), Cami Hahn (KVB contact), Mike Camden (Troy University), and Cindy Nash (GET Solutions, Inc.).
- Promotion Resources:
  - Join and share Facebook event:  
<https://www.facebook.com/events/1004855769524765/>
  - Add sponsor/donor contact information to the Google Doc:  
[https://docs.google.com/spreadsheets/d/1rSf5zHEloYZ0fnVwHSSe12-0Lo9nhZzn\\_6MAcQ\\_mDAo/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1rSf5zHEloYZ0fnVwHSSe12-0Lo9nhZzn_6MAcQ_mDAo/edit?usp=sharing)
  - Flyer/Registration form and email sample script available for use in outreach
  - Registration now available online at <http://askhrgreen.org/golf/>
  - HRPDC staff will produce a “save-the-date” flyer
- Recruit volunteers from clean community groups to conduct outreach and think about existing events, groups or distribution lists that could be used to get the word out about the event.
- Committee members should emphasize how proceeds from last year were used to support the CLPP projects.
- HRPDC staff has emailed last year’s sponsors and will email last year’s golfers as well.

**ACTION:** Committee members should review Google doc and add potential sponsors/donors that they will reach out to OR provide contact information so that a member of the Executive Planning Committee can reach out to those individuals. HRPDC staff will produce a “save-the-date” flyer.

## 6. Mini-Grant Applications

The Committee reviewed and approved the following mini-grant applications by splitting the remaining mini-grant budget between the two projects:

- Reaching for the Sky – Newtown Elementary School – approved for \$426 (requested: \$499)
- Sweet Strawberries to Eat – Newtown Elementary School – approved for \$426 (requested: \$481)

**ACTION:** HRPDC staff will award mini-grants.

## 7. Staff Reports

**Budget** – The current budget was reviewed and approved. The Committee discussed budget priorities for FY16 although carryover estimates will not be exact until August.

- The Committee budget will slightly increase for FY16 due to Smithfield officially joining HRPDC
- The Committee budget is flexible, can be changed at any time and is for planning purposes only.
- The Committee voted to remove \$2,500 from Media/PR and Printing & Giveaways to decrease the overall FY16 budget to \$75,000 and reserve an additional \$5,000 in reserves.

**RFP Presentations** – The RFP Committee selected Cahoon & Cross for the media and marketing services contract. This contract is renewable annually for five years.

**askHRgreen.org All-Hands Meeting, June 16 at 11:30 AM at HRPDC.** – The all-hands meeting will include a review of FY15 accomplishments, a first look at the latest round of survey results and strategizing for the FY16 Coastal Virginia Green Magazine.

**Committee Leadership** – In accordance with committee bylaws, the Committee should accept nominations for the Vice-Chairperson position. Donna Corbus of the City of Portsmouth (current Vice Chair) will begin as Chairperson starting July 1, therefore Vice-Chair nominees should come from a peninsula locality.

**Promotional Items** – The Water Awareness Committee will be ordering bags in July. The Committee should decide if they would like to purchase bags for FY16. Localities may also purchase their own supply of bags through HRPDC in addition to those purchased by the Committee or in the event that the Committee determines bags will not be ordered with Committee funds.

**ACTION:** HRPDC staff will update the FY16 budget and distribute the committee bylaws.

## 8. Locality Updates

- Norfolk – 914 volunteers, 27,000 pounds of litter picked up and 40 miles of shoreline Clean the Bay Day
- Suffolk – 60 volunteers and 2,000 pounds of litter collected for Clean the Bay Day
- Virginia Beach – successful Earth Day event with an estimated 7,000 people, GAC cleanup along 17<sup>th</sup> Street corridor and Clean the Bay Day Volunteer Picnic had 64 volunteers, VRA award for the Resource Recovery Center, Nancy Degges nominated for Cox Conserves Hero award
- Portsmouth – VRA award for Outstanding Government Agency, Adopt-A-Spot “soft” launch has already received 12 groups.
- Newport News – passive recreation facility approved for Denbigh facility, compost sale continues, working on community gardens in South East section of the city, 2 week summer SPARK program with at risk kids will feature various waste facility field trips.

**Next Committee Meeting** – July 14, 2015 at 10:00 AM at a location on the peninsula TBD.