

MINUTES

Curbside Education Advisory Committee (CEAC)

October 3, 2019

Present: Jenny Schontag (Ashland), Marcia Phillips (Chesterfield), Bob Dunn (Chesterfield), Todd Flippen (Col. Heights), Dwayne Jones (Goochland), Tina Askew (Hanover), Marcia Kelley (Henrico), Josh Byerly (Henrico), Bill Riggleman (Petersburg), Johnny Melis (Powhatan), and William Heckstall (Richmond).

CVWMA Staff: Kim Hynes, Rich Nolan, Reggie Thompson, Nancy Drumheller

Absent: Jeff Howard (Chesterfield), Chuck Henley (Col. Heights), Leigh Dunn (Goochland), John Bourret (Hanover), Jon Clary (Henrico), Bob Whiteman (Henrico), Megan Brown (Henrico), Monique Robertson (Hopewell), Patricia Paige (New Kent), and Darlene Mallory (Richmond)

Materials: CVWMA Power Point Presentation, Meeting Agenda

Welcome

Nancy welcomed everyone. Copies of the agenda provided.

CVWMA/UBQ Materials Update

Kim provided update on CVWMA's partnership with UBQ Materials since Press Event at the State Capital on August 28, 2019. She hopes to have someone from UBQ come to a Board of Directors meeting the next time they are here locally.

CVWMA Strategic Plan

Kim shared that our current plan will end June 2020. This committee provides oversight on Education Focus Goals (Goal 3E). Staff has touched every initiative, and some will always be ongoing. Kim has reached out to the person who helped us with our current plan to see how we move forward past June 2020. As we make plans, she asked how does this committee feel we should fine tune our goals? Do you see any gaps? What are ways to strengthen our reach? And, how can we develop this committee more?

Staff is open to new ideas. There was discussion on changing how we provide education as millennials get information differently. Nancy mentioned that CVWMA is working on Live Chat as customer service enhancement. Johnny Melis (Powhatan) suggested more online communications and that we consider no longer mailing out the annual collection schedule. Reggie suggested a CVWMA app. Bob Dunn (Chesterfield) recommended that we wait to see what GBB the consultant recommends in report to the Board of Directors in December.

Kim asked the group if they still want to meet quarterly. The consensus was to continue to meet quarterly.

Residential (Curbside) Contamination Update

Rich provided brief update on contamination. The biggest contaminate continues to be plastic bags and plastic bagged recyclables. Marcia Phillips (Chesterfield) said that tagging works as she is seeing fewer plastic bags out on collection day than before. Dwayne Jones (Goochland) said that signage is helping a lot at Goochland Convenience Centers. Jonny Melis (Powhatan) feels that people are "sign blind" if we do not keep changing educational messages and visuals. Group discussed need for trash cans at drop off

locations for the public to place used plastic bags once they open them to dump clean recyclables into containers.

Education Focus Areas

Nancy shared that emphasis is for people to Think Twice! before placing items in containers for recycling. To help with “wishcycling”, educational programs, ads and fall campaign will focus on shredded paper, aerosol cans, plastic bags, and batteries. The education will let people know why the items are not accepted and how to dispose of them properly. Staff continues to work on ways to help reduce contamination in curbside and drop-off recycling programs.

Education and Outreach

Nancy shared that she and the Young Scientists are providing education and outreach programs throughout the region. The Young Scientists are providing classroom and after school programs on a regular basis.

America Recycles Day

Nancy updated members on what we have planned for America Recycles Day programs and events at this time. Our annual education campaign and contest with local media partner is being developed. She asked that members provide her with information on any special collection events they may be hosting so they can be added to the CVWMA Event Calendar. She shared stainless steel straws with cleaner brush and cell phone card/kickstand holders.

2020 CVWMA Recycling Collection Schedule

Nancy shared staff working with Recycling Partnership on final art files. CVWMA has selected printer and mail house. Award letters will go out next week.

Roundtable

Todd Flippen (Colonial Heights) asked about poster contest as City Manager would like to share student art on walls in City Hall. Nancy shared Keep Hopewell Beautiful’s poster contest and calendar using student art. Todd will reach out to Brian Silver, Chairman of the KHB Committee.

Josh Byerly (Henrico) mentioned the document shredding and electronics collection event they are hosting this Saturday, October 5. Dwayne Jones (Goochland) said that they are finalizing location for the Tire Amnesty and Community Document Shredding event on November 16, 2019.

The next meeting will be held sometime in February 2020.