

**Virginia Litter Control & Recycling Fund Advisory Board  
Quarterly Meeting  
November 19, 2003**

**Board Members**

Dennis Gallagher, Chairman  
Rosemary Byrne  
Aimee Hadfield  
George Hunnicutt  
Michael J. O'Connor

Chairman Gallagher announced that there was a quorum present. He welcomed the guests and introduced the DEQ staff.

**Mr. O'Connor moved, and Ms. Byrne seconded, approval of the November 19, 2003 meeting agenda. MOTION CARRIED.**

**Ms. Hadfield moved, and Mr. O'Connor seconded, approval of the minutes for the August 13, 2003 Litter Control and Recycling Fund Advisory Board meeting. MOTION CARRIED.**

**Litter Control & Recycling Program Fund 0925 Summary of Activity Report**

Mr. Michael Murphy, Department of Environmental Quality (DEQ) reminded the Board that, per the 2003 Budget Bill, in May 2003 the Department of Planning and Budget transferred approximately 1.9 million dollars from the Litter Control and Recycling Fund. In August 2003, \$1,272,750 was transferred back into the Fund. As of September 2003, the total disbursements for non-competitive grants amount to \$1,252,206. The DEQ Fiscal Director expects that later in 2004, funds will once again be transferred out of the Fund. Chairman Gallagher stated the Board would look into ways of persuading the Virginia legislature to continue funding the Litter Control and Recycling Fund non-competitive grant program.

Mr. Murphy reminded the Board that, starting in July 2004, the state would begin a new two-year budget cycle.

**Funding and Expenditure Report**

Mr. Murphy stated that no money was allocated for the 2004 Education (Competitive) Grant program. The only open competitive grant is the Litter Awareness Campaign. He discussed the litter prevention and recycling revenue history: litter and beer taxes were

down for 2003, but the soft drink tax collections increased. Mr. Hunnicutt pointed out that increasing the taxes on soft drinks, not an increase in sales, is the reason tax revenues have gone up.

#### **LPR Grant Applications for FY 2003-2004**

Steve Coe, DEQ, reported that 100% of the applications received and approved for LPR Grants (168) have been processed for payments.

Mr. Coe stated that localities that applied late (Clintwood and Onley) did not receive funding. Mr. Allan Lassiter, DEQ, pointed out that while the number of localities that did not seek funds remains stable, the total amount of funds not processed out has significantly decreased. He believes the decrease is due to the early application process. Mr. Hunnicutt stated that he has learned from the localities that routinely do not apply for grant funds report that they are either understaffed or intimidated by the application process. Ms. Byrne pointed out that the Board and DEQ staff has routinely offered to provide help localities with the process.

#### **2003 Virginia Litter Control & Recycling Annual Report**

Mr. Coe provided the Board with the Fiscal Year 2003 Summary Report for their approval.

#### **Ms. Hadfield moved, and Mr. O'Connor seconded, the approval of the 2003 Virginia Litter Control & Recycling Annual Report. MOTION CARRIED.**

Chairman Gallagher requested that Mr. Lassiter and Mr. Coe provide the Board with copies of the report to be distributed to the Virginia General Assembly.

Chairman Gallagher and Mr. Coe recognized and thanked Bill Norris, DEQ, for his work on the report.

#### **DEQ Litter Awareness Campaign Status Report**

Mr. Coe reported that all campaign materials (PSA, posters, etc.) have been distributed to local coordinators throughout the state.

Ms. Theresa Dougherty, Siddall, Inc. (Siddall) stated their company has been conducting workshops for the local coordinators to teach them how to get their local media involved in the program. Siddall employees have met with various businesses/media outlets (GE Financial, local ABC, CBS, and NBC affiliates, Clear Channel Communication) to discuss and plan ways to get the Public Service Announcements (PSAs) broadcast and obtain media sponsorship, and to have campaign posters displayed.

Mr. William Phelps, Siddall, reported that the grant contract period ends in February of 2004, but that the company's work on the campaign would continue through the middle of next year. The company will provide the Board with a full report on all of the activities with regards to the campaign.

Chairman Gallagher asked, if the funds had been available, how would Phase 3 of the campaign have been handled. Mr. Lassiter stated the next phase would have been a continuation of the work currently being done by Siddall (outreach and program materials). Mr. Coe reported he and the company are trying to determine if businesses will provide sponsorship on the local level. He stated that he has received positive comments from out of state visitors who have seen the posters. He has provided posters to several state agencies and businesses (Virginia Department of Transportation, Department of Conservation and Recreation, the Virginia Chamber of Commerce). He has been assigned to contact all other state agencies to invite their participation in the campaign. Mr. Coe intends to provide a local movie theater with the PSA to be run before the feature movie.

Mr. Hunnicutt reported that the National Soft Drink Association has seen success with their recycling outreach program ("We Got Plans for Your Bottles and Cans") that was piloted in the Norfolk/Hampton Roads area with the goal of increasing beverage bottle and aluminum can recycling. Ms. Hadfield will keep the board informed on the progress of the bottle/can recycling campaign in the Tidewater area.

Mr. Murphy did not participate in the discussions of the Litter Awareness Campaign because he remains recused due to a conflict of interest.

### **Recycling Trailer**

Mr. Hunnicutt reported that the Wise County local coordinator, Carol Green had indicated that Wise County would provide a driver to move the recycling trailer to Wise County to be used at school functions and county fairs. Plans are underway to facilitate the move by the end of the year.

### **New Business**

Chairman Gallagher encouraged Board members to work with the General Assembly to help ensure the non-competitive grant program continues to receive funding.

Ms. Byrne announced that Henrico County's local coordinator, Nancy Drumheller, initiated a program inspired by the statewide litter campaign in which she had a booklet created for elementary school children which points out the effects of littering on animals.

Ms. Hadfield reported that the litter law enforcement videotape that Ms. Drumheller produced several years ago (through funding from the Education Litter Grant) is still in use. Sixteen localities in the Hampton Roads area copied the video and provided it to the chiefs of police in their localities for officer training purposes.

Mr. Murphy stated that the Commonwealth will be co-hosting an environmental conference at VMI in April 2004, and that the Board is invited to attend and, if they choose to, may hold its next meeting during the conference.

**Mr. Hunnicutt moved, and Mr. O'Connor seconded for the adjournment of the meeting. MOTION CARRIED.**

**NEXT MEETING: MARCH 17, 2004, 10:30 A.M. AT THE DEPARTMENT OF ENVIRONMENTAL QUALITY, 629 EAST MAIN STREET, FIRST FLOOR CONFERENCE ROOM**

**Submitted by: Valerie Fulcher**

**Date: November 19, 2003**