

**Virginia Litter Control & Recycling Fund Advisory Board  
Draft Minutes  
December 1, 2004**

**Board Members**

Dennis Gallagher, Chairman  
Rosemary Byrne  
Aimee Hadfield  
George Hunnicutt

Chairman Gallagher announced there was a quorum and called the meeting to order at 10:30 a.m.

**Ms. Byrne moved, and Mr. Hunnicutt seconded, for approval of the December 1, 2004 meeting agenda. MOTION CARRIED.**

**Mr. Hunnicutt moved, and Ms. Byrne seconded, for approval of the minutes for the September 15, 2004 Litter Control and Recycling Fund Advisory Board meeting. MOTION CARRIED.**

**Fund Status Report**

Steve Coe, Virginia Department of Environmental Quality (DEQ), reported to the Board that all noncompetitive grants have been awarded. As of October 31, 2004, the ending cash balance is \$762,738, which includes the subtraction of DEQ's administrative costs of \$16,584. The beginning cash balance for the fund was \$307,350. The ending cash balance is \$762,738. Funds are collected throughout the year for grant payments of the following fiscal year's noncompetitive grants; under the budget code language, any monies left over would go towards repaying the treasury loan balance for FY 2005 grants. DEQ's administrative allocation is dictated by language in the Virginia Code. Mike Murphy, DEQ, reported that in the new budget language, local grant funds are capped at \$1,272,705 (the proceeds from the treasury loan) until the loan is repaid.

**Status Report Funding Recommendations**

Assign-A-Highway: Mr. Murphy reported he was very impressed by a PowerPoint presentation of this program given by Mr. Toby F. Edwards, Coordinator, Regional Litter Prevention and Recycling Program, Cumberland Plateau Regional Waste Management Authority. Mr. Murphy stated the presentation showed that, to implement a successful Assign-A-Highway program, a locality needs the cooperation between litter control officers/enforcement staff, judges, and state correction officials. He reported that DEQ

recommends the Board look into developing some type of guidance document that shows localities how to start an Assign-A-Highway project.

Mr. Hunnicutt stated he is in contact with Mr. Frank Kilgore, County Attorney for Buchanan County, and he is sure he'll be amenable to any recommendations from the Board with regards to this project.

**Mr. Hunnicutt moved, and Ms. Hadfield seconded, that the Board set aside up to but no more than \$40,000 for the creation of an implementation manual ("cookbook") to guide localities in creating an Assign-A-Highway program. MOTION CARRIED.**

*Chairman Gallagher requested that Allan Lassiter, DEQ, work with him to contact Mr. Kilgore to work on this project. A grant proposal will need to be developed and submitted for this project.*

The RFP for the Statewide Litter Campaign: Mr. Murphy reported that DEQ would like feedback as to whether or not the target audience for the statewide campaign is being reached, and if all areas of the state are aware of the campaign. DEQ would like the Board to survey program managers to measure the success of the program, and to determine if the campaign needs to be redesigned or tweaked. The Board was advised that use of the material submitted by the previous vendor as a Scope of Work in an RFP could be interpreted as a pre-bid selection and could result in challenges from other vendors.

Ms. Hadfield stated local coordinators have expressed concern about getting television and radio stations to air the campaign. Mr. Hunnicutt suggested localities look into forming partnerships with local/national companies to help encourage the inclusion of broadcast/radio spots for the campaign.

Mr. Hunnicutt also suggested producing more "Litter: It Just Isn't Natural" posters to be distributed to community colleges, the Department of Motor Vehicles (DMV), and to the VASAP (The Commission on Virginia Alcohol Safety Action Program). Mr. Coe stated he would check to see if DEQ had a surplus of posters to send out.

*Chairman Gallagher suggested the Board create a stakeholders focus group to conduct a series of conversations/meetings to produce ideas on how to reach the target groups with regards to litter control (males 18-35).*

Mr. Lassiter stated many litter coordinators are inexperienced in acting as media brokers; the coordinators would like other methods to get the statewide message out (CDs, posters, PowerPoint presentations, etc.).

**The consensus of the Board was that the \$150,000 reserved during the September 15, 2004 meeting of the Board for the Statewide Litter Campaign would be left in place while a Stakeholder Focus is convened to evaluate the**

**effectiveness of the campaign's current format and message delivery system. A survey of local program coordinators is also anticipated to determine the effectiveness of the current campaign from the perspective of the users.**

*Chairman Gallagher requested that the stakeholder's focus group to determine the effectiveness of the statewide litter message be developed by a working group consisting of Rosemary Bryne, Amy Hadfield and Allan Lassiter.*

**Mr. Hunnicutt moved that the Board set aside \$2,000 to be used for the purchase of additional non-broadcast materials (posters) to support the statewide litter campaign, with distribution of the materials to community colleges, the DMV, and VASAP in a method mutually agreeable between the Litter Board Chair and DEQ – and as soon as is practicable by DEQ. Ms. Hadfield seconded the motion. MOTION CARRIED.**

*DEQ is to distribute these materials primarily through state agencies.*

Premium Items: The allocation of \$102,350 to purchase premium items remained on hold as it was tied in with Phase 3 of the statewide litter awareness campaign.

Ms. Byrne reported that premium items (litter bags, pencils, etc.) are needed by localities to replace their current supplies. Mr. Murphy reported that DEQ was amenable to the Board distributing the funds to the Virginia Council for Litter Prevention and Recycling (VCLPR) in order to purchase premium items for all noncompetitive grant recipients to use for their normal order of business. Ms. Byrne stated the VCLPR can poll all noncompetitive grant recipients to determine what premium items they need. The target date for receipt of all requests would be mid-January 2005. All localities that respond will have premiums shipped directly to them.

**The Board determined it would provide \$100,000 to purchase premium items, and that it would still be appropriate to have the items printed with the "Litter: It Just Isn't Natural" message.**

*The Virginia Council for Litter Prevention and Recycling will survey all Non-Competitive Grant awardees to determine what types of items are needed and will develop and submit a grant proposal for the purchase and distribution of the premium items.*

*The Board will hold a meeting (either electronically or in person) in January 2005 to vote on the grant proposal from the Virginia Council to purchase premium items requested by the localities.*

Litter Workshop: In the summer of 2004, the Secretary of Natural Resources/Secretary of Transportation's Litter Prevention Task Force held a meeting where it was recommended that a joint training session be held with Virginia Department of Transportation's Adopt-A-Highway Coordinators and Virginia Litter Coordinators. Mr. Murphy reported that DEQ reviewed the "Litter Matters" workshop to be produced by the

Virginia Council for Litter Prevention of Recycling (VCLPR) as presented to the Board at its September 15, 2004 meeting, and had determined that several aspects requested by the task force were not included in this training session. In August 2004, Mr. Lassiter provided the Board with a draft of an alternative joint Adopt-A-Highway/Litter Coordinators two day conference. Mr. Murphy stated DEQ is interested in hearing the Board's concerns with regards to Mr. Lassiter's original joint conference idea.

Ms. Byrne reported that, as funds were not released in time to reserve the meeting location/lodging/meals costs, the VCLPR has already canceled the "Litter Matters" workshop. *Ms. Byrne withdrew her request for \$15,000 for the VCLPR to conduct the "Litter Matters" workshop.*

**Mr. Hunnicutt moved, and Ms. Hadfield seconded, to withdraw the allocation of \$15,000 for the Virginia Council on Litter Prevention and Recycling to conduct a "Litter Matters" workshop for local government litter control program managers and Virginia Department of Transportation's Adopt-A-Highway coordinators. MOTION CARRIED.**

Ms. Byrne reported that localities are concerned about the Board providing this level of funding to conduct a workshop at a time when noncompetitive grant award amounts are reduced, and that the workshop was perceived to be benefiting VDOT employees rather than the statewide litter coordinators. Ms. Hadfield stated that litter coordinators in her area also objected to holding a joint conference at the funding level in the DEQ draft proposal. Mr. Lassiter explained that VDOT will pay the costs for the training workshop for their employees to be held in the spring of 2005. Local litter coordinators are invited to join in with this training in order to meet the goal set by the Litter Prevention Task Force. Additional training sessions were suggested in order to provide comprehensive training for the litter coordinators in addition to the AAH training. Mr. Lassiter stated that he has received feedback from litter coordinators requesting comprehensive training.

**Chairman Gallagher requested a motion to provide \$17,350 to the two day workshop as outlined by Mr. Lassiter. Mr. Hunnicutt so moved; the motion failed to receive a second. MOTION FAILED.**

Ms. Byrne suggested the Board use the \$17,350 to pay for statewide litter coordinators to attend VDOT's one day spring 2005 Adopt-A-Highway workshop, including lodging costs for any coordinator who must travel more than four hours. Mr. Lassiter suggested the Board pay for the cost of the meeting facilitator for the volunteer training sessions. Chairman Gallagher was amenable to Mr. Lassiter's suggestion.

**Ms. Byrne moved, and Mr. Hunnicutt seconded, that up to \$17,350 be used to pay for registration fees/lodging for statewide litter control coordinators to attend the Adopt-A-Highway, Volunteer Development, and the 2005 Operation Clean Up sessions of the proposed Virginia Department of Transportation's 2005 Adopt-A-Highway/Virginia Litter Coordinator Joint training workshop and to pay for an**

**instructor/facilitator for the volunteer training session(s) at the seminar. MOTION CARRIED.**

*The Board recommended that Allan Lassiter be designated to coordinate with VDOT on the development of the agenda and schedule for this seminar.*

**Annual Report**

Mr. Lassiter distributed the FY 2004 Annual Report to the Board. He stated the 2005 Annual Report will include information with regards to the state budget.

**Mr. Hunnicutt moved, and Ms. Hadfield seconded, for approval of the FY 2004 Annual Report to the Virginia Litter Control and Recycling Fund Advisory Board. MOTION CARRIED.**

**Old Business**

Ms. Byrne requested an update from staff on the recently held Litter Summits. Mr. Lassiter gave the Board the following overview on five litter summits organized by regional groups and held throughout the state:

- 1) Earth Day in Southwest Virginia – Jerry Kilgore, Virginia Attorney General, was a featured speaker. Approximately 125 people attended this all day event.
- 2) Richmond - Central Virginia Waste Management Authority held a recycling event. Chesterfield County reported they have hired litter control officers. CVWMA discussed Richmond’s “Neat and Sweep” downtown clean up program, and Richmond’s recycling coordinator, Ms. Billie Raines, discussed receiving a grant from Verizon for \$25,000 to conduct a cleanup program in downtown and the south side of Richmond.
- 3) Northern Neck – Secretary Murphy and about 70 people attended their summit. The statewide litter campaign was presented to attendees and received favorably (the majority of attendees were unaware of the statewide campaign).
- 4) Southwest Virginia held a follow up water quality event. They have another event scheduled for December 13.
- 5) Dickenson County discussed their Assign-A-Highway program; 50 people attended.

Ms. Byrne commended these regional efforts for getting the word out about litter control and recycling.

**New Business**

Mr. Coe gave the website address for Board members to access the state's Conflict of Interest training, and information on printing the Conflict of Interest form. All forms should be mailed to Mr. Coe at DEQ by January 10<sup>th</sup>, 2005.

Mr. Murphy stated he would submit the Board's revised recommendations to the DEQ Director.

Mr. Hunnicutt informed the Board that he has been in contact with an individual who is interested in the Board's input with regards to plastic recycling. Mr. Coe offered to provide Mr. Hunnicutt with the name, phone number, and address of the plastics industry representative of the Virginia Recycling Markets Development Council as well as other contact information for possible markets in the SW Virginia area.

**Ms. Byrne moved, and Ms. Hadfield seconded, for adjournment of the meeting. MOTION CARRIED.**

**Next meeting: TBD**

**Submitted by: Valerie Fulcher**

**Date: December 2, 2004**