



Minutes of the Wednesday, March 13, 2019 Meeting

Eastern Shore Chamber of Commerce

Persons in attendance:

Marilyn Ailes, Paul Muhly, Alan Silverman, Shannon Alexander, Timothy Whitaker, Dirk Lynch, Marlene Dalley, Linda Mrosinski, and Karyn Belknap were in attendance.

Call to Order

President Ailes called the meeting to order at 12:03pm.

Treasurer Report

Treasurer Brown was not in attendance. Secretary Alexander reported that there were three members that paid dues, and so she will be depositing \$30.

Unfinished Business:

Social Media Marketing Strategy & GreenNews Report

Secretary Alexander provided a brief report. Brief discussion about organic engagement.

Faith Community Engagement

Mr. Whitaker provided an update on his good progress. Both St. Peters Catholic Church and Hollies Baptist Church will be receiving the GreenNews. Discussion ensued about reaching minority communities and developing outreach materials in Spanish and Creole.

Grants Update

Secretary Alexander provided an update and confirmed the signage design concept for the KVB 30 in 30 application to be submitted in April. She reported about an opportunity to attend the Resource Recycling Conference in New Orleans in August.

Vice President Silverman made a motion to supply Ms. Alexander with a letter of support for the support/travel grant application to the Recycling Partnership. The motion, seconded by Mr. Paul Muhly, passed unanimously.

Essay Contest Update

Volunteers scored the essay entries and determined the winners on February 21st. Volunteers are working to supply the prizes to the winners and working with the radio station to organize the times for recording their readings. Unfortunately, the Latino station previously coordinated is no longer operational.

Litter Survey Update

The survey will take place Monday and Tuesday March 25th and 26th.

Events Update

- Events Recycling – No update.
- OOCR Events
 - o March 30 – Bayside (Hungars Church) 24 volunteers, 44 bags+
 - o A unique mailing was to be sent by Dirk Lynch announcing his role in organizing these events in Northampton County.
 - o April 27, AAH folks cleaning Town Rd near Onancock
 - o May 4th tentative date for next WW OOCR event prior to Run for the Animals
 - o Decided upon Guard Shore Beach/Road for the June 1 CTBD again this year. Secretary Alexander to reach out to Tyson to inquire about their participation again.
 - o Francine Paton requested assistance from VDOT, who referred her to WW, about her Fleming Rd adoption. It was decided that WW can help advertise the date/time that she is planning her clean up to help her secure volunteers. However, it is not the role of WW to organize events for individuals/ organizations who are in the AAH program, as one of the goals of OOCR is to encourage additional adoptions directly with VDOT.

New Business

Cup Recycling

Officers reported the excellent work of Terry Ewell in reaching out to event organizers about switching cup products to a kind that is recyclable (paper or #1/2 plastic). Unfortunately, TFC clarified that they do not recycle ANY cups.

Other Items

Sponsor-A-Road

Brief update about progress with current contractor to improve outreach/advertising to include local logos and personalized message, contact with competing contractor, and efforts at the state level.

Area of Responsibility

Discussion ensued about the VDOT vs. County vs. private property owner areas of responsibility with regards to waste/litter, particularly in ditches. Discussion about organizing a large meeting to discuss this (and potentially several other overlapping topics) with Chris Isdell from VDOT, Greg Duncan and Stewart Hall of Accomack County DPW, at least one BOS, Chris Guvernator of Accomack County Environmental Services, Robie from DOF, and Curt. This will most likely not occur until late summer/early fall.

The next meeting will be held on April 10th, 2019 at the Eastern Shore Chamber of Commerce in Melfa, VA in the Board Room at noon.

The meeting was adjourned at 2:01pm.