



Minutes of the Wednesday, February 13, 2019 Meeting

Eastern Shore Chamber of Commerce

Persons in attendance:

Marilyn Ailes, Jenny Richardson, Terry Ewell, Paul Muhly, Alan Silverman, Shannon Alexander, Claudra Underwood, Timothy Whitaker, Dirk Lynch, Marlene Dalley, Freda Johnson, and Karyn Belknap were in attendance.

Call to Order

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

Treasurer Report

President Ailes reported the ending balance at \$3,942.33.

Unfinished Business:

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.

Social Media Marketing Strategy & GreenNews Report

Secretary Alexander provided a brief report.

Events Update

- Events Recycling – No update.
- OOCR – Potential upcoming dates were discussed for May 4th (near Onancock) and June 1 (CBF CTBD, Guard Shore). Members decided to do Guard Shore for CTBD again. Secretary Alexander is to reach out to Tyson to gauge interest in continued support and volunteer efforts.
 - A new meeting attendee, Dirk Lynch, expressed interest in organizing events in Northampton County. Secretary Alexander is to share relevant information.

ESCC WW Intern Update

Only \$250 in ESCC fund. Perhaps this can serve to compensate an outreach assistant for the paid education/outreach/messaging expert contractor.

Faith Community Engagement

Mr. Whitaker provided an update on his good progress.



Grants Update

Secretary Alexander provided an update, focusing on the need to refine the SOW for the contractor.

Secretary Alexander requested ideas for KAB 30-in-30 applications. Several ideas were presented: downtown Cape Charles recycling bins, Bloxom program, Marine Debris signage at a water access facility to coincide with an organized clean up. The signage design could be used to install additional signage Shore-wide.

Essay Contest Update

Volunteers will score the essay entries and determine the winners on February 21st at 10am.

Litter Survey Planning

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

New Business

Potential Officer meeting with PDC staff

The meeting was canceled. Members hope to meet with Board members of other ESVA not-for-profits in the spring.

Outdoor Exploration Day Sept. 28, 2019 at Kiptopeke State Park

It was decided that it is too early for us to commit to participating. Last year the intern cancelled her availability the week prior to the event.

Other Items

Terry announced that April 6th 4-7pm at Indiantown Park ES Coalition Against Domestic Violence is holding its 1st Annual Oyster Roast (\$45 adults, \$10 children under 12). She also mentioned some outreach campaigning that may target the health benefits (calories burned) of litter pick up participation.

Karyn Belknap shared her efforts in the Deep Creek area and the high amount of responses via social media (Fb). She offered to start including Waste Watchers links/tags in her posts to help with awareness, membership, and volunteer participation.

The next meeting will be held on March 13th, 2019 at the Eastern Shore Chamber of Commerce in Melfa, VA in the Board Room at noon.

The meeting was adjourned at 2:01pm.