



WasteWatchers of the Eastern Shore

Minutes of the March 14, 2018 Meeting

Eastern Shore Chamber of Commerce

Persons in attendance:

President Marilyn Ailes, Vice President Alan Silverman, Secretary Shannon Alexander, Paul Muhly, Marlene Dalley, Vicki Parker, Tim Whitaker, Robert Stitson

Call to Order

President Ailes called the meeting to order at 12:05pm. Introductions were made as there were new attendees present.

Minutes

The minutes of the February 14th meeting were presented.

Member Vicki Parker moved to approve the minutes. The motion, seconded by Vice President Silverman, passed unanimously.

Treasurer Report

In Treasurer Wayne Brown's absence, President Ailes presented the financial report. Brief discussion about the KAB dues. Secretary Alexander is to have the A-NPDC issue a reimbursement from the GreenWorks Committee to Waste Watchers for the \$220.00 annual dues costs.

Unfinished Business:

Essay Update

President Ailes provided an update as to the status. Winners were notified and efforts are being made to have the youth visit the radio station and to have the entries translated to Spanish and broadcasted on the Latino station as well.

KAB Road Survey

Maps still need to be marked/highlighted to be used for navigation. The survey will be completed the last week of March, most likely on 3 consecutive weekdays, March 28, 29, & 30. Marlene is to reach out to additional potential volunteers, but hopes to have Marilyn, Claudia, Freda, Terri, and President Ailes assisting.

Sponsor-A-Road Update

Ms. Alexander & Mr. Silverman provided an update, including results of two unique meetings with AAHLRSA staff and VDOT staff the previous week. Vice President Silverman provided an update concerning Royal Farms sponsorship

Social Media Marketing Strategy & GreenNews Report

Ms. Alexander provided an update on open/click reports.

Events Update

- Events Recycling Program – Neither Freda Johnson nor Terry Ewell were present to provide an update.
- Exmore Earth Day Festival Collaboration
 - Mr. Muhly presented new “WW Bucks” in \$5 denominations.
- Operation Our Clean Road Events – Ms. Alexander provided an update of upcoming events and presented that we will need to order additional gloves soon.
 - March 31 9am meeting at Bayside Tire and Auto
 - Exmore Earth Day pre-Festival 11am-1pm Hadlock Rd and Tower Way
 - May? 19th?
 - June 2nd Clean the Bay Day; Guard Shore Beach & Rd
- May 5th Annual Household Hazardous Waste Collection at 3 locations: Eastville, Grangeville, and Chincoteague Convenience Centers 10am-2pm
- Solid Waste Committee Meeting March 28, Ms. Alexander to attend
- March 26th WW was asked to give a 25-minute presentation at the Chamber of Commerce for an adult leadership course. President Ailes is planning to give this presentation.

Lance G. Fisher VDEQ

Mr. Muhly provided an update, including additional potential remediation needs onsite. President Ailes reported that there were several members of the public that included the WW email address in their comment submittal to VDEQ.

New Business

ESCC WW Intern Update

Ms. Alexander provided an update. She has reached out to the two applicants for whom Debbie with ESCC supplied resumes. She would like to complete an interview next week.

HHWC

Vice President Silverman made a motion to submit a letter of support to the A-NPDC for their application packet to VDH for a permanent regional household hazardous waste collection site. The motion, seconded by Member Muhly, passed unanimously.

Captain's Cove WW

Discussion about partnering with the Waste Watchers chapter of Captain's Cove at least once annually was discussed. President Ailes is to reach out the leader of the chapter to discuss this meeting option. Ms. Alexander also requested that she inquire as to possible volunteers from their group to help direct traffic and maintain order and disseminate information at the HHWC event on May 5th at the Chincoteague Convenience Center.

Mr. Muhly provided an update about the Cover Your Load campaign. On Earth Day, the Accomack County Sheriff's office is to have an officer present at each convenience center distributing the flyers.

Mr. Whittaker proposed having something similar to a "litter hero" as they have in the U.K. The idea of a "litter champion" was discussed.

Mr. Whittaker brought up tourism economic impacts of litter and stormwater management issues related to litter, including mosquito borne illnesses.

Mr. Whittaker would like to help in reaching out to the faith community. Ms. Alexander is to put him in touch with a recently certified Virginia Ecotour Guide who is also a minister.

Mr. Stitson would like to be more involved in OOCR and on-the-ground clean up efforts.

Litter pick up discussion:

The Accomack County litter vacuum truck is back in operation and was sighted on Redwood Rd (behind Walmart) recently. About a week ago there were workers cleaning up 180 – Ms. Alexander is to ask if this was a VDOT subcontract.

Discussion about a tax on fast food and other sources of roadside litter ensued. Vice President Silverman is to talk to Bloxom about 'extended product responsibility,' a concept that is used by about 30 states.

The next meeting will be held on April 11, 2018 at the Eastern Shore Chamber of Commerce in Melfa, VA in the Board Room at noon.

The meeting was adjourned at 2:10pm.