



## **Minutes of the July 11, 2018 Meeting**

Eastern Shore Chamber of Commerce

### Persons in attendance:

Vice President Alan Silverman, Secretary Shannon Alexander, Treasurer Wayne Brown, Tim Whitaker, Paul Muhly

### Call to Order

Vice President Silverman called the meeting to order at 12:12pm.

### Minutes

The minutes of the May 9<sup>th</sup> meeting were presented.

**Treasurer Brown moved to approve the minutes. The motion, seconded by Vice President Silverman, passed unanimously.**

### Treasurer Report

Treasurer Wayne Brown presented the financial report. He clarified that the Square deposits are net deposits, including the 3% credit card processing fee. A new check was issued for RC&DC for the Exmore Earth Day, following a mishap with the first issued check.

### Unfinished Business:

#### *Sponsor-A-Road Update*

Ms. Alexander & Mr. Silverman provided a brief update.

#### *Social Media Marketing Strategy & GreenNews Report*



Ms. Alexander provided an update on open/click reports and the trends in Facebook Page engagements.

### *Events Update*

- Events Recycling Program – Neither Freda Johnson nor Terry Ewell were present to provide an update.
- Shore Made Music Festival – Mr. Silverman, Ms. Alexander, and Ms. Crystal Roughton represented Waste Watchers, the event had low attendance. Three people signed up for the mailing list and one new member paid their dues.
- Operation Our Clean Road Events – Discussion ensued about a press release to bring attention to the success of the program, perhaps following the next event.
- Outdoor Exploration Day, KSP (Sept. 29) – Crystal is to develop new outreach materials for this event.
- Parksley Golden Spike Railroad Festival October 6 or 7.

### *ESCC WW Intern Update*

- Grants – Crystal filled in a Google Sheet with grant information from a week subscription to GrantWatch.
- Mileage reimbursement; tabled until the next meeting.

### *Faith Community Engagement*



KEEP AMERICA BEAUTIFUL AFFILIATE

Mr. Whittaker described his great progress to date. He shared the need for Eastern Shore (rural) specific outreach material, requiring significant adaptation from the Lynnhaven River Now Pearl Faith program more urban/suburban based materials.

### *Grant Update*

Ms. Alexander reported that the A-NPDC has been awarded the VDH Wellhead Protection Implementation grant, for which the application included an educational component, which WW would most likely be subcontracted to complete.

### New Business

#### *Intern vs. Staff Discussion*

Tabled until the GreenWorks Committee meeting.

#### *Solid Waste Committee Update*

President Ailes provided an update from the last SWC for Accomack County, including the reports, which indicated 5.68 tons of waste were collected from 6 miles of road way by the litter vacuum truck. Mr. Silverman and Ms. Alexander are to reach out to DPW concerning the S-A-R sponsorship of Greta Road, as to prevent duplicate efforts.

#### *Code Enforcement*

Mr. Whitaker brought up the lack of response by the Accomack County Sheriff's office to complaints about illegal dumping. Members developed several questions to be refined internally and then distributed digitally to the public, to be posed to the individuals running during the next Sheriff election process.



### *Branding*

Ms. Alexander initiated discussion about using the VDH marketing development as an opportunity to potentially rebrand the organization.

The next meeting will be held on August 8th, 2018 at the Eastern Shore Chamber of Commerce in Melfa, VA in the Board Room at noon.

The meeting was adjourned at 2:00pm.