

VIRGINIA BEACH CLEAN COMMUNITY COMMISSION



MEETING MINUTES

January 9, 2020

Parks & Recreation Administration Bldg, 2154 Landstown Rd, Virginia Beach, VA 23456

	Present	Absent
Commissioners	Scott Kellam (Chair), Debbie Greenfield (Vice Chair), Walter Camp (Secretary), George Denice, Anne Mannarino, Jennifer Mynes, Jennifer Powell, Julie Searcy, and Josie Sprague	Justin Burns (excused), Karen Short (excused)
City Council Liaisons		Mayor Bobby Dyer, Jessica Abbott
City Staff	Tanya Ford (Waste Management), Craig Simmons (Waste Management), Nicole Vargas (Parks & Recreation)	Kristi Rines (VBCCC Liaison, Waste Mgmt)
Guests	none	

1. **Call to Order.** Chair Scott Kellam called to order the meeting of the Virginia Beach Clean Community Commission on Thursday, January 9, 2020, at 6:30 p.m.
2. **Minutes.** Julie Searcy distributed draft Minutes of the November 14, 2019, Commission meeting to the Commissioners via email for review in advance of the meeting. Upon motion by the Chair, seconded by Secretary Walter Camp, the Commission unanimously approved the Minutes as submitted.
3. **Old Business**
 - a. **Earth Day 2020.** Mr. Kellam reported on planning for the Earth Day 50th Anniversary Celebration to be held at Mt. Trashmore on Saturday, April 18, 2020. The public event will take place from 11:00am – 3:00pm, with set-up work and a 5K race beforehand. The Commission discussed its plans for educational activities, public information efforts to be based in and around its tent, signage, support from VB Clean for hospitality, the e-cycling drop off lanes, and other opportunities for volunteers. Planning continues on the Surfrider Foundation’s clean-up around Lake Windsor, the Virginia Beach Parks & Recreation Foundation’s Bike Buddy bike-rack unveiling, and the lineup of guest speakers and vendor tents including bee keepers, eco-fuels, and e-bikes.
 - b. **VBCCC Supply & Equipment Inventory.** In preparation for Earth Day Mr. Kellam arranged an inventory and reorganization of the storage sheds used by the Commission and VB Clean at Waste Management headquarters, 3024 Holland Road. The project will begin at 9:00am on Saturday, January 11. Ms. Ford requested input from the Commission after the inventory regarding supplies requiring replenishment or needed specifically for Earth Day.

4. **New Business**

- a. **Recycling Drop-Off Site Changes.** Tanya Ford reported that the City re-evaluated its four drop-off locations due to ongoing illegal dumping and other problems. The West Neck Road location near the Municipal Center will be temporarily closed and converted to a staffed site with more limited hours. The Oceana/First Colonial and First Landing locations will be closed because cost-effective conversion was not possible, in part because one site is on State land. The drop off center at the landfill on Jake Sears Road will continue operations as a staffed site with extended hours. Ms. Ford reported on the Division's pro-active media efforts to inform the public of the changes.
- b. **Public Speaking Sessions.** Ms. Ford informed the Commission of upcoming presentations to be made at civic league and garden club meetings. The Division was invited to these sessions, and Commissioners are encouraged to attend and participate as part of the ongoing public education mission. Vice Chair Debbie Greenfield reported on digital public education via the NextDoor.com community platform.
- c. **VBCCC Content Creation.** Craig Simmons reported on work to create educational materials including rack cards, Facebook posts, and a newsletter. He discussed use of the Virginia Beach Keep America Beautiful identity, interactive links to City webpages, and he requested comments and content suggestions from Commissioners. Craig also reported on the City's website update project.

5. **Reports & Responses**

- a. **Annual Financial Disclosures.** Commissioners were reminded that filings are due to the City Clerk by February 3, 2020.
- b. **Commissioners.** Mr. Denice reported his term of service on the Commission and that of Ms. Sprague would be expiring at the end of the March, and both are term-limited from re-appointment. Ms. Greenfield and Ms. Searcy's current terms expire on the same date, and they are eligible for re-appointment.

6. **Notice of Upcoming Meetings & Events**

- a. 03/12/2020, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- b. 03/28/2020, time TBD – Great American Cleanup, location TBD
- c. 04/18/2020, time TBD – 50th Earth Day Celebration @ Mt. Trashmore Park
- d. 05/14/2020, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- e. 07/09/2020, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- f. 09/10/2020, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- g. November, date & time TBD – America Recycles Day, location TBD
- h. 11/12/2020, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd

7. **Adjournment.** Mr. Kellam adjourned the meeting at 7:30p.m.

VIRGINIA BEACH CLEAN COMMUNITY COMMISSION



MEETING MINUTES

March 12, 2020

Parks & Recreation Admin. Bldg, 2154 Landstown Rd, Virginia Beach, VA 23456

	Present	Absent
Commissioners	Scott Kellam (Chair), Walter Camp (Secretary), Justin Burns, George Denice, Anne Mannarino, Jennifer Mynes, Julie Searcy and Karen Short	Debbie Greenfield (Vice Chair), Jennifer Powell, Josie Sprague; <i>all 3 absences excused</i>
City Council Liaisons		Mayor Bobby Dyer, Jessica Abbott
City Staff	Kristi Rines (Commission Liaison, Waste Mgmt), Tanya Ford & Craig Simmons (Waste Management), Mike Moore & Nicole Vargas (Parks & Recreation)	
Guests	Nancy Degges (VB Clean Volunteers, Inc.)	

1. **Call to Order.** Chair Scott Kellam called to order the meeting of the Virginia Beach Clean Community Commission (VBCCC) on Thursday, March 12, 2020, at 6:36 p.m.
2. **Minutes.** Secretary Walter Camp distributed draft Minutes of the January 9, 2020, VBCCC meeting to the Commissioners via email for review in advance of the meeting. Upon motion by the Chair the Minutes were approved as submitted by unanimous consent.
3. **New Business**
 - a. **Youth Subcommittee.** Commissioner Justin Burns updated the vision for a Clean Community Commission youth subcommittee he originally presented at the September 2019 meeting. Its purpose would be engaging youth to increase public awareness of the Commission’s mission through educational programs and digital outreach. Participants could serve as ambassadors or advocates in schools, and potentially participate in hands-on projects. Modeled on the Historical Preservation Commission’s Youth Subcommittee, participants could be granted Associate Membership per VBCCC’s Bylaws. It was noted that the guidelines already established by the City for youth participation in Adopt-A-Site cleanups could be applied for physical projects rather than drafting risk management procedures from scratch. The suggestion to contact and involve the high schools’ Advanced Placement Environmental Science Advisors was well-received. Following discussion, Mr. Burns stated he would circulate a formal proposal ahead of the next Commission meeting for consideration.
 - b. **Education Programs for Schools and Outreach.** Commissioner Anne Mannarino reported on her plans to conduct summer workshop for Virginia Beach teacher professional development. She will also be providing a workshop in response to a request from the faculty at Centerville Elementary School.

- c. **VBCCC Rack Card & Social Media Updates.** Staff member Craig Simmons reported on recent posts & engagement statistics on the Keep Virginia Beach Beautiful and Waste Management social media accounts he manages. Mr. Simmons also shared a draft rack card informing the public about VBCCC, its mission and activities. Commissioners circulated the draft and provided comments and edits back to Mr. Simmons.
 - d. **2020 Great American Cleanup.** Liaison Kristi Rines and staff member Mike Moore outlined this year's event, planned for March 28 in the ViBe District. Promoted as part of the City's new "24 Hours of Open" day of community service projects, and it will include filming cleanup volunteers in action. In response to a Commission question about how the location was selected, they reported soliciting site suggestions from Landscape Management, Virginia Beach Police Department, Zoning, Housing Preservation, and Code Enforcement. Severity/need, public ownership, and feasibility/volunteer safety were factors. Mr. Kellam also invited participation in a service project he is planning at the Virginia Beach Little League fields the weekend before.
 - e. **Post-Something in the Water Cleanup.** Ms. Rines reported on plans for a cleanup project beginning at 8:30 a.m. on April 27, the Monday morning after the SitW Festival. The event will take place from the ViBe District to the Oceanfront as in 2019, and it is intended to become an annual post-festival tradition. If weather or other factors postpone or cancel the festival, the cleanup will follow suit.
 - f. **Kempsville Middle School Speaking Opportunity.** Ms. Rines briefed the Commission on an Earth Day/educational presentation at Kempsville Middle School from 11:30 a.m. – 1:30 p.m. Members of the Commission are invited to attend, participate, and become speakers at similar future events on topics such as recycling and waste reduction.
4. **Old Business**
- a. **Earth Day Events/Planning.** Mr. Kellam, Mr. Moore and Ms. Vargas updated the Commission on preparations for the 50th Anniversary of Earth Day Celebration to be held at Mt. Trashmore on April 18, 2020, from 11:00 a.m. – 3:00 p.m. A webpage has been established as the central information & publicity hub:
<https://www.vbgov.com/government/departments/parks-recreation/special-events/Pages/earth-day>
- More than 40 exhibitors and vendors have committed so far; an application is posted on the webpage. Speakers on recycling, gardening, bees and other environmental topics will be featured throughout the day. The Surfrider Foundation is sponsoring a morning cleanup at Lake Windsor, and the Virginia Beach Parks & Recreation Foundation is hosting a 5K race at 11:30 and a Fun Run/Walk at 12:30. VBPRF and the VB Bikeways & Trails Advisory Committee will be celebrating an installation of their new donor-funded, leaf-shaped "Bike Buddies" bike rack program, and Arbor Month will be commemorated with a tree planting ceremony. A major retailer has signed on as lead sponsor for the day, Vibrant Shore Brewing will be providing beer, and the event will be promoted in advance on the Hampton Roads Show April 3, 2020.

Mr. Kellam lead discussion of roles for Commissioners at the event, including set-up/breakdown and logistics, staffing the VBCCC tent to distribute information to the public, and conducting educational games under the direction of Ms. Mannarino and Ms. Greenfield. Assistance will be needed with the drive-through recycling drop-off, which will be expanded to include clothing & household item donations, document shredding, prescription medication collection & disposal, metals, hazardous materials, and electronic waste. Ms. Degges reported on the hospitality tent VB Clean Volunteers will be generously supplying to support approximately 150 staff and volunteers working the event. Exact duties and arrival times will be confirmed closer to the date.

- b. **Shed Inventory & Cleanup.** Mr. Kellam distributed a written inventory of Commission supplies compiled during re-organization of the 3024 Holland Road storage shed on January 11, 2020, and he thanked participating Commissioners and VB Clean Volunteers.

5. Reports & Responses

- a. Commissioners Josie Sprague and George Denice were recognized for their long records of service to the City of Virginia Beach as their final terms on the Commission conclude at the end of this month.
- b. Vice Chair Debbie Greenfield and Commissioner Julie Searcy were recognized for reappointments by City Council to new three-year terms on the Commission.

6. Notice of Upcoming Meetings & Events

- a. 03/28/2020, 8:30 a.m. – Great American Cleanup, ViBe District
- b. 04/18/2020, 11:00 a.m. – 50th Earth Day Celebration @ Mt. Trashmore Park
- c. 04/27/2020, 8:30 a.m. – Post-Something in the Water Festival Cleanup, ViBe District
- d. 05/14/2020, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- e. 07/09/2020, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- f. 09/10/2020, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- g. November, date & time TBD – America Recycles Day, location TBD
- h. 11/12/2020, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd

- 7. Adjournment.** Mr. Kellam adjourned the meeting at 7:50 p.m.

VIRGINIA BEACH CLEAN COMMUNITY COMMISSION



MEETING MINUTES

September 10, 2020

Meeting accommodations were made for both in-person and virtual participation:

In-Person: Parks & Rec. Adm. Bldg, 2154 Landstown Rd, Virginia Beach, VA 23456

Virtual: links provided for WebEx videoconference [W] and for audio-only teleconference call [A]

	Present ("W" WebEx, "A" audio teleconf.)	Absent
Commissioners	Scott Kellam (Chair), Debbie Greenfield (Vice Chair) [A], Walter Camp (Secretary), Anne Mannarino, Jennifer Mynes [A], and Julie Searcy	Justin Burns - <i>excused</i>
City Council Liaisons		Mayor Bobby Dyer, Jessica Abbott
City Staff	Kristi Rines (Commission Liaison, Waste Mgmt), Tanya Ford (Waste Management) [A], Amy Woodson (Parks & Recreation)	
Guests	<i>None</i>	

1. **Call to Order & Remarks.** Chair Scott Kellam called to order the meeting of the Virginia Beach Clean Community Commission (VBCCC) on Thursday, September 10, 2020, at 6:35 p.m. Mr. Kellam noted that due to government restrictions issued during the Coronavirus pandemic the Commission had not been able to hold its regularly scheduled meetings and events for the past six months.
2. **Commission Membership Changes.** Liaison Kristi Rines reported that longtime Commissioner Jennifer Powell resigned in July and Commissioner Karen Short resigned earlier this month, both for family reasons. The City Clerk and Council were notified of the Commission's four now-vacant seats.
3. **Minutes.** In advance of the meeting Secretary Walter Camp distributed draft Minutes of the March 12, 2020, VBCCC meeting to the Commissioners via email for review. Upon motion by the Chair the Minutes were approved by unanimous consent.
4. **New Business**
 - a. **Elections.** Ms. Rines reported asking Mr. Camp prior to the meeting about the Officers' current terms in office, leading him to review the Bylaws and Minutes. Mr. Camp reported that if not for the government restrictions on meetings the Officers' terms would have expired and elections would have been held in May 2020. At Commissioner Anne Mannarino's suggestion Mr. Kellam polled the current Officers as to their willingness to continue serving. Mr. Camp then moved for an election to bring the Commission into conformity with its Bylaws, with terms of office running to May 2021. Commissioner Julie Searcy seconded, and during discussion the Commission found the "one-time, short year" proposal desirable to restore the normal cycle and to open offices to new Council appointees sooner should they wish to serve. The motion passed unanimously, and the three current officers (Chair Kellam, Vice Chair Greenfield and Secretary Camp) were unanimously re-elected, terms expiring at the May 2021 meeting.

- b. Education Programs for Schools and Outreach.** Commissioner Anne Mannarino reported on her work converting environmental workshops for Virginia Beach teacher professional development from in-person sessions to Zoom web conferences. Through her efforts Project Learning Tree continues to provide resources for educators. Ms. Mannarino also reported on a Women’s Club presentation in September, the Longwood University/Virginia Ocean Conservancy’s September Coastal Cleanups and using Nextdoor.com for outreach.
- c. Roundtable Discussion of Opportunities and Events.**

 - i. Vice Chair Debbie Greenfield discussed several social media opportunities for promoting litter cleanups, including photos, potential awards, and the example of the “Litter Ladies” modeling great behavior.
 - ii. Mr. Camp proposed VBCCC hosting an ongoing Cleanup Calendar webpage where groups conducting such events in Virginia Beach could have their event notices posted, providing volunteers with a comprehensive listing of upcoming opportunities. He reported that while some agencies had cancelled events, several nonprofits and other agencies were actively continuing with cleanups. Ms. Rines will ask staff member Craig Simmons to investigate the possibility.
 - iii. Mr. Camp requested an update on the City’s various “Adopt-A-_____” volunteer stewardship programs so the Commission could better promote them. Ms. Woodson stated Parks & Recreation had recently reinvigorated those programs, and she would present at the November meeting. She noted the Adopt-A-Drain program was managed by Public Works, and its efforts including sidewalk decal placement had been sidetracked since the May 2019 tragedy and subsequent displacement of the Department.

5. Old Business

- a. 2020 Great American Cleanup, SITW, etc.** Ms. Rines stated that Keep America Beautiful had accepted the Department’s reports despite the need to cancel the March 28 event and the annual Litter Index due to COVID restrictions, and our Virginia Beach affiliate status was in good standing. The post-Something In the Water cleanup slated for April 27 was cancelled along with the festival, as were the Aquarium’s e-cycling events.
- b. Earth Day Events/Planning.** The tremendous Earth Day 50th Anniversary Celebration planned for April 18, 2020 unfortunately had to be cancelled due to coronavirus pandemic restrictions. In response the Parks & Recreation Department pivoted to a virtual event online, sharing content from planned speakers, interactive activities, educational games and materials, and information about recycling and environmental stewardship. Chair Scott Kellam and Parks staff members Michael Moore, Amy Woodson, and their teams were commended for their outstanding event planning and creative redeployment, preserved at this webpage:
<https://www.vbgov.com/government/departments/parks-recreation/special-events/Pages/earth-day.aspx>

- c. **Youth Subcommittee.** Carried over, pending Mr. Burn’s proposal.

6. Reports & Responses

- a. Ms. Rines reported on some of COVID-19’s operational impacts. School closures, the shift to work-from-home, and residents cleaning out while idled at home led to tremendous, sustained residential solid waste volume increases. Collection trucks filled mid-route necessitating shuttle runs to unload, collections took longer to complete, and yard waste pickup delays were compounded by weather. The workforce experienced significant illness absences, and truck breakdowns increased due to wear & tear from longer operating hours and 7/day week usage. The department was finally able to regain its operating schedule through perseverance, adding temporary staff positions, assistance from highway crews for yard waste pickups, and locating 6 rental waste collection trucks. The department’s customer service staff has been working from home, handling a 150% increase in calls & emails. Social media has been very useful for communicating with the public about schedule adjustments and sharing information.
- b. An invitation was received for the Commission to participate in a Boy Scout Camporee to be held on October 24 at the Pungo Military Aviation Museum. After discussion the Commission determined it was unable to safely send personnel, but print materials and tangible items from the educational and promotional inventory would be provided.
- c. Mr. Camp reported on communications received in July from the Chair of the Norfolk Environmental Commission regarding alignment of recycling guidelines and educational messaging throughout Hampton Roads. Ms. Rines reported on the role of the AskHRGreen organization as a shared forum for representatives of 17 localities in our district, all of whom are served by a single vendor, TFC. She also explained how market conditions have constrained the types of materials TFC accepts. The Commissioners and staff discussed the issue of “aspirational recycling” (residents placing unacceptable items in blue bins hoping they will be recycled), funding for educational marketing to residents, contamination assessments, and tagging flagrantly contaminated containers.

7. Notice of Upcoming Meetings & Events (Subject to COVID Regulations)

- a. 11/12/2020, 6:30 pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- b. 01/14/2021, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- c. 03/11/2021, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- d. Spring date TBD – Great American Cleanup
- e. April 2021 – Earth Day
- f. 04/26/2021, 8:30 am – Post-Something in the Water Festival Cleanup, ViBe District
- g. 05/13/2021, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- h. 07/08/2021, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- i. 09/09/2021, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- j. 11/11/2021, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- k. November 2021 – America Recycles Day

- 8. Adjournment.** Mr. Kellam adjourned the meeting at 7:35 p.m.

VIRGINIA BEACH CLEAN COMMUNITY COMMISSION



MEETING MINUTES

November 12, 2020

Meeting accommodations were made for both in-person and virtual participation:

In-Person: Parks & Rec. Adm. Bldg, 2154 Landstown Rd, Virginia Beach, VA 23456

Virtual: links provided for WebEx videoconference [W] and for audio-only teleconference call [A]

	Present (“W” WebEx, “A” audio teleconf.)	Absent
Commissioners	Scott Kellam (Chair) [W], Debbie Greenfield (Vice Chair), Walter Camp (Secretary), Justin Burns [W], and Sandra Shinabarger	Anne Mannarino, Jennifer Mynes, and Julie Searcy – <i>all excused</i>
City Council Liaisons		Mayor Bobby Dyer, Jessica Abbott
City Staff	Kristi Rines (Commission Liaison, Waste Mgmt), Tanya Ford (Waste Management) [A], Mike Moore (Parks & Rec.) [W], Craig Simmons (Waste Management), and Amy Woodson (Parks & Recreation)	
Guests	<i>None</i>	

1. **Call to Order & Remarks.** Chair Scott Kellam called to order the meeting of the Virginia Beach Clean Community Commission (VBCCC) on Thursday, November 12, 2020, at 6:55 p.m. A quorum was not present at that time, and although five of the eight currently appointed Commissioners participated in portions of the meeting technology difficulties limited some communications involving virtual participants. As a result, the Commission took no votes and made no decisions during this meeting.
2. **Commission Membership Changes.** Mr. Kellam welcomed Commissioner Sandra Shinabarger, who was appointed on October 20, 2020. At his invitation Ms. Shinabarger introduced herself to the rest of the Commission and staff.
3. **Minutes.** In advance of the meeting Secretary Walter Camp distributed draft Minutes of the September 10, 2020, VBCCC meeting to the Commissioners via email for review. No changes to the draft Minutes were offered, but in the absence of a quorum formal approval of the Minutes was tabled until the next scheduled Commission meeting.
4. **New Business** – lacking a quorum, no new business was taken up by the Commission.
5. **Old Business**
 - a. **Events.** Due to ongoing COVID-19 restrictions limiting in-person gatherings, the Commission and other government entities (including the Virginia Aquarium and Marine Science Center, First Landing State Park, and Back Bay National Wildlife Refuge) have not been able to conduct site cleanup events and other activities involving VBCCC, such as America Recycles Day, that would normally occur at this time of year.

- b. **Youth Subcommittee.** Carried over, pending Mr. Burn's proposal.
- c. **Cleanup Calendar.** Commission Liaison Kristi Rines reported staff member Craig Simmons is developing the online calendar of site cleanup volunteer opportunities suggested by the Commission at its prior meeting. Work on this project is being undertaken now so this resource will be available to publicize such events more widely when gatherings are again permitted.

6. Reports & Responses

- a. **Remote Participation Policy & Bylaws Amendment.** Mr. Camp reported on discussions with the City Attorney's Office regarding Virginia's new public meeting laws governing participation via telephone or internet conferencing. VBCCC is currently operating under the Governor's COVID-19 Emergency Orders, which over-ride normal state laws and favor all-virtual meetings. When the Orders expire the Commission will need to comply with state laws, which strongly favor in-person attendance at public meetings. For Commissioners to legally participate from a remote location after the pandemic orders expire, VBCCC must adopt a written policy that strictly follows language in the recently revised Virginia Freedom of Information Act. In addition, because VBCCC's Bylaws currently do not permit voting via telephone or electronic means, the Bylaws will need to be amended to allow the Policy. Mr. Camp stated that he would obtain a model Policy from the City Attorney's Office, draft the necessary Bylaws amendment, and provide these documents to Commissioners for their review and consideration at least 30 days prior to their next meeting, in compliance with the Bylaws.
- b. **Recycling Education, Public Outreach, and Volunteer Hours.** Mr. Simmons reported on his efforts to keep the public informed and engaged, which are reaching an ever-growing audience and have been increasingly important during this period when in-person education and cleanup activities are not permitted. Mr. Simmons shared examples of his recent Waste Management, VBCCC, and Keep America Beautiful social media posts and associated metrics, discussed potential virtual and socially-distanced events, and described the new cleanup calendar on the VBCCC website. Ms. Rines discussed education efforts through regional AskHRGreen, content provided by recycling vendor TFC, and videos created with a regional marketing grant. Commissioners also asked questions about targeted outreach to various types of groups.
- c. **Adopt-A Programs.** Parks and Recreation Liaison Amy Woodson and Mike Moore provided a detailed presentation on the City's clean community Adopt-A programs conducted by their Department. These include Adopt-A-Highway, Street, Park, Trail, and Waterway. They noted that the Adopt-A-Storm Drain program is administered by Public Works as part of the MS4 permit. Data from the Adopt-A programs is used in City reporting to Virginia DEQ, Keep America Beautiful under the City's affiliate program, the City's MS4 permit, the Parks & Recreation annual report to City Council, and for the International Coastal Cleanup among others. Ms. Woodson reported that restrictions on events due to COVID-19, including a 3 month suspension of cleanups, provided a much-needed opportunity to re-examine and redesign the Adopt-A programs. This

review determined 137 Adoption agreements were in place covering 208 acres and 485 linear miles of roadway and waterways. These Adoptions produced 465 cleanups, with 1,121 volunteers providing a total of 3,841 man-hours and removing 23,570 pounds of litter. Participation varied highly, with 25 Adoption sites holding 6 or more cleanups during the past year, 94 doing 1-5 cleanups, and more than 40 doing no cleanups. The pandemic and its associated restrictions significantly impacted participation, with the number of volunteers and their hours both diminished by 17%, and the amount of litter collected greatly reduced. Despite these reductions in 2020, Ms. Woodson and Mr. Moore reported a surprisingly high level of engagement and motivation from participants. Groups that were previously under-represented made successful efforts to recruit volunteers and conduct cleanups right through the pandemic. Analyzing what has worked and what has been attractive, as well as operational concerns, several program improvements were implemented. Among these are easier sign-up procedures, significantly increased communication and engagement, and better tracking. Instead of random Adoption locations, Adoptees now select from a list of places the City feels are most in need of attention. COVID concerns led to closure of the honor-system equipment lending shed, but it had previously been a problem so it will not reopen. A new supply system for volunteer groups has been put in place. The Adopt-A programs are now much more focused on volunteer engagement, matching volunteers with safely-cleanable sites known to have litter problems, measuring outcomes, and keeping resources aligned with success.

- d. **2020 Events and 2021 Planning.** Ms. Woodson and Mr. Moore reviewed Earth Day 2020, which they pivoted at the last minute from a national-scale 50th Anniversary in-person event into a virtual festival. They were able to transfer visual content planned for live speakers to online videos, post interactive games and activities, and host educational and promotional content that has remained online and accessible for six months. Their efforts attracted more than 40,000 users to environmental and recycling themed contests on Facebook, raised the Earth Day webpage to the #9 most-visited location on the entire vb.gov Virginia Beach municipal website, and made it the #1 page covering parks and recreation topics in the city. WAVY TV10 provided positive, earned media coverage of Virginia Beach's virtual Earth Day celebration. With this experience Ms. Woodson and Mr. Moore are prepared in 2021 to produce either an in-person Earth Day celebration, or a virtual one, depending on conditions in Spring. They also noted that Clean the Bay Day was cancelled in 2020. It has traditionally been the single largest volunteer event in the City. The goal for 2021 will be to target 50 individual sites, and if the event is permitted to proceed. The Commission congratulated Ms. Woodson and Mr. Moore for all of their work right through the pandemic, and their remarkable success in adapting programs in the face of adversity.

7. Notice of Upcoming Meetings & Events (Subject to COVID Regulations)

- a. 01/14/2021, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- b. 03/11/2021, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- c. Spring date TBD – Great American Cleanup
- d. April 2021 – Earth Day
- e. 04/26/2021, 8:30 am – Post-Something in the Water Festival Cleanup, ViBe District

*Virginia Beach Clean Community Commission
Meeting Minutes – November 12, 2020*

- f. 05/13/2021, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- g. 07/08/2021, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- h. 09/09/2021, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- i. 11/11/2021, 6:30pm – Commission Meeting @ Parks & Rec Admin, 2154 Landstown Rd
- j. November 2021 – America Recycles Day

8. Adjournment. Mr. Kellam adjourned the meeting at 8:25 p.m.