

## Northumberland County Anti-litter Committee

### Meeting Minutes

February 23, 2022

Members Attending: Mary Martha Stewart, chair; Glenda Lowery, secretary; Arthur Carver; Barbara Rountrey; Gail Kenna; George Beckett; Stuart McKenzie, board liaison; Roger Eitelman, Keep Virginia Beautiful; Paul Kaufman, guest.

#### Welcome

Stewart called the meeting to order at 4:30. She introduced Paul Kaufman, vice-president of the Callao Chamber of Commerce, and owner/operator of Salty Stitches Marine Design in Burgess and Mid Bay Marine Group in Callao and Burgess. He also has Tidewater Technology Systems that helps small businesses with social media marketing and developing a website. The members of the committee introduced themselves.

#### Approval of Minutes

Minutes from the December 2021 committee meeting and the January 2022 meeting with Luttrell Tadlock were approved.

#### Outcome of Board of Supervisors Meeting

Stewart shared an email from County Administrator Luttrell Tadlock. He stated that the Board of Supervisors “approved moving forward with the action plan and the grant request.” Stuart McKenzie explained that the committee needs to submit a detailed budget before May for the \$2,000 request to support **Action 3: Recruit and thank residents, neighborhood associations, businesses, organizations, and high school groups for Adopt-a-Highway**. If the money is budgeted, the committee will not be able to access the funds until July 1, 2022. If we need the money before then, we will have to ask for a special appropriation.

#### Graphic Design of Action Plan—Paul Kaufman

Stewart gave Kaufman the floor to explain his plan for publicizing the Clean County Culture Campaign. Kaufman had examples of flyers from Richmond County, Goochland County, and Tampa Bay, Florida. He suggested that the committee emulate Richmond County. He also advised that we have an official name, a Facebook page, and a web site. McKenzie pointed out that our web site has to be part of the Northumberland County Board of Supervisors web site and will be administered by administrative assistant Morgan Wilson. Some of the advantages of Facebook are we can connect it to other organizations such as VDOT and the Adopt-a-Highway Program, we can track how many visitors we have, we can advertise events for free, and our followers will be notified for free whenever we post information. Kaufman will put together a mock-up Facebook page. McKenzie will be the contact person.

Kaufman agreed to work with Gail Kenna to put an article about the work of the Anti-litter Committee in the Chamber newsletter and on the web site. He will also work with a printer in Richmond to make an Anti-litter three-fold pamphlet to put in the Chamber Visitor Centers, located at Kaufman’s businesses in

Callao and Burgess. McKenzie will send Kaufman the committee's charter information for the pamphlet. There was some discussion about how the pamphlet will be used, including handing them out to contractors with building permits.

Gail Kenna would like to establish a column in the Rappahannock Record and on the Facebook page with continuing articles to engage people in the Clean County Culture and give credit to the Board of Supervisors for their support.

#### Ownership for Implementing the Four Action Items

Stewart proposed that the committee use the divide-and-conquer approach to tackle the four action items. She wants to work on **Action 2: Pilot a tire amnesty collection event/day**. She will work with partners, Northumberland Public Schools (Shauna McCranie) and Northern Neck Soil and Water Conservation District (Kathleen Watson). Northumberland Public Schools will be the lead on the grant and will submit it to River Counties Foundation. For their awareness, a copy of the grant will be given to the County and the Board of Supervisors by McKenzie.

**Action 3: Recruit residents, neighborhood associations, businesses, organizations, and high school groups for Adopt-a-Highway.** Barbara Rountrey, George Beckett, Arthur Carver, and Roger Eitelman will work on this initiative.

**Action 1: Promote the cause of a clean county culture through education and publicity** will involve Gail Kenna, Glenda Lowery, and Paul Kaufman.

**Action 4: Create and implement a cover your load education and outreach initiative.** The committee will come back to this item.

Committee members will report on progress at the next meeting.

Stewart suggested that the Anti-Litter Committee have a booth at the Heathsville Farmers Market starting in April. George Beckett will get us a space.

#### Replacement for District 3 committee member—Jim Long to appoint

The committee still needs a member from District 3. Jim Long needs to appoint someone.

#### Keep Virginia Beautiful

Roger Eitelman reported that Keep Virginia Beautiful is losing some funding from VDOT, probably because of the grocery/food tax reduction. That may reduce the time he has to work with us and other communities.

The meeting adjourned at 6:00 p.m. The next meeting is Wednesday, March 23, 2022, at 4:30 in the Northumberland County Public Library meeting room.

Respectfully submitted,

Glenda Lowery, secretary