



# Clarke County Litter Committee

Berryville/Clarke County Government Center, 2<sup>nd</sup> Floor  
101 Chalmers Court, Berryville, Virginia 22611  
Suite B Conference Room

Tuesday, October 17, 2023 5:30 pm

1. Call to Order
2. Approval of Agenda
3. Approval of Meeting Minutes
  - September 19, 2023
4. Public Comments
5. Upcoming Planning, Engagement, and Scheduling in 2023
  - \*Sat, 10/21 at 9:00am: Adopt-a-Road Clean Up
  - Sat, 11/18 at 9:00am: Boat Ramp Pick Up
  - Sun, 12/3 at 9:00am: Adopt-a-Road Clean Up

*\*changes to event, time, or date*
6. EPS Campaign
  - Questionnaire Overview
7. Keep Clarke Clean Signage
  - Review map locations
8. Media Outreach Details
  - Clarke Monthly pricing
  - QR Code update
  - Local Group Partnerships
9. Other Business
  - Website update
  - Compost update
10. Adjournment
  - The next regular Litter Committee meeting will be on Tuesday, November 21<sup>st</sup> at 5:30pm in the Suite B Conference Room located on the 2nd floor of the Berryville-Clarke Government Center at 101 Chalmers Court, Berryville VA 22611.



# Clarke County Litter Committee

**DRAFT** – Meeting Minutes

Tuesday, September 19, 2023 – 5:30PM

Berryville/Clarke County Government Center – Suite B Conference Room

ATTENDANCE	
Ashley Harrison (Chair)	✓
Tom Bauhan (Vice Chair)	x
Matthew Bass (BOS Representative)	✓
John Keim	✓
Mary Martin	✓
Christi McMullen	✓

**STAFF PRESENT:** Kristina Maddox (Office Manager / Zoning Officer), Lorien Lemmon (Conservation Planner / GIS Coordinator).

**OTHERS PRESENT:** None.

### Call to Order

Chair Harrison called the meeting to order at 5:33pm

### Approval of Agenda

Mr. Bass made the motion to approve the agenda as presented by Staff, seconded by Mr. Keim.

### Approval of Meeting Minutes

Chair Harrison moved to approve the meeting minutes for August 15, 2023 as presented by Staff.

**Public Comments -** None.

### Planning, Engagement, and Scheduling in 2023

Mr. Keim motioned to approve, and Ms. McMullen seconded, the approval of the date and time for the Adopt-A-Road pickup on Saturday October 21<sup>st</sup> starting at 9am for Senseny Road. Ms. Maddox provided an update on the Farmer’s Market table and town pickup that took place on September 16<sup>th</sup>. She said the Litter Committee obtained contact information for six new volunteers during that event. Chair Harrison also described her presentation to the Clarke County Women’s Group on September 14<sup>th</sup> and discussed the possibility of giving presentations and recruiting volunteers from other groups such as church and school groups. The Committee reviewed the remaining pick up events and dates for the year: Boat Ramp pick up on Saturday November 18<sup>th</sup> at 9am and Adopt-a-Road Clean up on Sunday, December 3 at 9am.

Ms. Maddox suggested the Committee participate in another Farmer’s Market event in the Spring of 2024. Chair Harrison also suggested the Committee participate in the Berryville Parade on Saturday, December 2<sup>nd</sup> 2023.

### EPS Campaign

Ms. Maddox reported that the lids for the cups that were ordered for the EPS campaign will cost an additional \$300. Unfortunately the budget had been spent for the year, so the Committee discussed holding onto the cups until lids can be purchased later. Chair Harrison and Ms. Maddox confirmed that all other businesses, with the exception of Market Basket, had received their orders.

## **2024 Budget Discussion**

Ms. Lemmon reviewed the activities that were selected during the application for the DEQ non-competitive litter grant. She compared the events planned by the Committee with each category and the committee found that the grant activities were satisfied.

Ms. Lemmon explained the plan to put in a request to Clarke County for additional funds to aid in purchasing supplies that are non-allowable for the DEQ grant and to provide funding throughout the last half of the year.

Ms. Maddox described her conversation with the Clarke County Education Foundation regarding the StoryWalk that is along the trail at Chet Hobart Park. She inquired if the Committee wanted to sponsor this activity for \$400 once the DEQ grant is received in January.

Ms. Maddox also inquired about purchasing and branding cloth shopping bags to hand out at events such as the Farmer's Market in order to increase awareness of the committee.

## **Keep Clarke Clean Signage**

Chair Harrison reviewed the logistics of placing signs across the county from the Keep Clarke Clean art competition. Mr. Bass confirmed that VDOT would allow the signs but required a map of proposed locations for their review. Ms. Lemmon and Chair Harrison agreed to work together on creating a map to present to VDOT.

Ms. McMullen suggested contacting the National Art Honor Society if the committee gets approval from VDOT to install a mural underneath the bridge at Route 50. Mr. Bass volunteered to contact a VDOT representative for permission for a mural. The Committee also discussed possible locations for a mural on the buildings of local businesses in the town of Berryville.

## **Media Outreach Details**

Chair Harrison discussed the possibility of interviewing with a local radio station in order to further educate the community about the Litter Committee.

The Committee also discussed a budget for advertising and posting pickup dates in the local papers and Mr. Keim suggested it may be more cost-effective to post via Facebook through the Clarke County account.

Ms. Lemmon reviewed the suggestion of interviewing some of the recipients of the EPS containers. Mr. Keim volunteered to write an article once he was provided with some contact information from Mr. Bauhan.

## **Other Business**

Ms. Maddox explained that the Committee currently has a surplus cargo nets and inquired if the nets could be handed out to residents and volunteers. Ms. McMullen suggested that the nets could be handed out during the law enforcement activity during Earth Day.

Ms. Maddox compared the website for the Clarke County Litter Committee and litter committees of other neighboring localities. The Committee discussed ideas for adding pictures and upcoming events to the website. Ms. Maddox suggested that staff come up with ideas for the website and requested feedback from the Committee before the next meeting. Ms. McMullen suggested creating a QR code that could be posted in local businesses that could take people to the new Litter Committee website.

Ms. McMullen volunteered to research the possibility of partnering with a group that is collecting compost and providing it to local farms. She also suggested partnering with Berryville Main Street in order to take part in their beautify Main Street project by maintaining a planter in the name of the committee.

**Adjournment**

There being no further business, the Litter Committee unanimously approved to adjourn at 6:09pm to the next regularly scheduled meeting on Tuesday, October 17th at 5:30pm in the Suite B Conference Room located on the second floor of the Berryville-Clarke Government Center in Berryville, VA.

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Ashley Harrison (Chair)

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Lorien Lemmon (Clerk)

### CLARKE MONTHLY RATE SHEET

**FULL PAGE**  
9.8125" X 11.5"

1 to 5 Months \$950/Month  
6 Months \$925/Month  
12 Months \$900/Month

**1/2 PAGE**  
9.8125" X 5.75"

1 to 5 Months \$620/Month  
6 Months \$600/Month  
12 Months \$575/Month

**1/3 PAGE**  
9.8125" X 3.75"

1 to 5 Months \$550/Month  
6 Months \$525/Month  
12 Months \$500/Month

**1/4 PAGE HORIZONTAL**  
5.8125" X 4"

1 to 5 Months \$330/Month  
6 Months \$315/Month  
12 Months \$300/Month

**1/4 PAGE VERTICAL**  
3.8125" X 6"

1 to 5 Months \$330/Month  
6 Months \$315/Month  
12 Months \$300/Month

**5 COL BANNER**  
9.8125" X 2"

1 to 5 Months \$375/Month  
6 Months \$360/Month  
12 Months \$345/Month

**1/8 PAGE**  
3.8125" X 3"

1 to 5 Months \$170/Month  
6 Months \$165/Month  
12 Months \$150/Month

**BUSINESS CARD**  
3.8125" X 2"

1 to 5 Months \$110/Month  
6 Months \$100/Month  
12 Months \$90/Month

**Clarke** monthly 

**(540) 398-1450**  
Rates include full color

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**Design Services \$50**  
*(Design fee waved for 12 month contracts)*