



Clarke County Litter Committee

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

Tuesday April 16, 2024 5:30 pm

1. Call to Order
2. Approval of Agenda
3. Approval of Minutes of the March 19, 2024 meeting
4. Public Comments
5. Event Planning
 - a. April 2024 Earth Day Planning
 - b. Other Upcoming Event Dates:
 - May 4th: Table at Farmer's Market
 - May 18th: Boat Ramp pickup
 - May 21st: Environmental Advocate of the Year award
 - June 8th: Rt. 7/340 roadside pickup
 - July 13th: Adopt-A-Highway pickup
 - c. Environmental Advocate of the Year
6. Discussion
 - a. Keep Clarke Clean Sign Update
 - b. EPS Campaign Progress
 - c. Grants: Ideas for Keep VA Beautiful Grant
 - Planter/Beautification project
 - d. Electronic meeting policy review
 - e. Discuss Dumpster at Boat Ramp- RWB
7. Other Business
8. Adjournment
 - The next regular Litter Committee meeting will be on Tuesday, May 21st 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 March 19, 2024 – 5:30PM

Berryville/Clarke County Government Center – Suite B Conference Room

ATTENDANCE			
Ashley Harrison (Chair)	✓ ^L	John Keim	✓ ^L
Tom Bauhan (Vice-Chair)	X	Mary Martin	✓
Matthew Bass (BoS Representative)	✓	Christi McMullen	✓

L – Denotes a late arrival

STAFF PRESENT: Lorien Lemmon (Conservation Planner), Cathy Kuehner (Public Information Officer)

OTHERS PRESENT: None

CALL TO ORDER: Ms. Lemmon called the meeting to order at 5:34pm

Approval of Agenda – March 19, 2024

The Committee voted 3-0-2 to approve the agenda with the addition and movement of Item 8b. Litter Committee Communication Notes with Cathy Kuehner to Item 3 and the additions of Item 8c. EPS rebate discussion, and Item 8d. Bylaws discussion.

Motion to approve the March 19, 2024 agenda as amended:			
Harrison	ABSENT	Martin	AYE (seconded)
Bass	AYE (moved)	McMullen	AYE
Keim	ABSENT		

Other Business:

b. Litter Committee Communication Notes – Cathy Kuehner

Public Information Officer (PIO) Cathy Kuehner spoke with the Committee regarding the communication of Litter Committee activities to the public. She confirmed that all promotion for any event hosted by the Committee should be created by her office. This includes content for electronic media such as the Clarke County government website, social media, the ClarkeE-News electronic newsletter, as well as print media (news releases, Clarke Monthly article, flyer, brochures, etc.). Once content is created and published by the PIO, Committee members are encouraged to share County content in order to gather more volunteer participation. Since the Litter Committee is a Clark County government entity, Ms. Kuehner creates the original content in order to maintain the same voice that represents other County boards and committees. Individual Committee members are discouraged from publishing original content but are encouraged to send in ideas for posts and articles to Ms. Kuehner to edit and release for publication.

Ms. McMullen asked if submissions for Litter Committee communications have to be forwarded by Ms. Lemmon or if they can directly be sent to Ms. Kuehner. Ms. Lemmon requested to be copied on all questions and ideas submitted via email.

Mr. Keim arrived at 5:43.

Ms. Kuehner explained that as the creator of the Litter Committee brochure, she can keep the information up to date and she is the point of contact for requesting additional copies of the brochure to distribute. Ms. McMullen asked if she could print out the post from social media about the upcoming Earth Day event planned by the Committee and post it to a board at the local high school. Ms. Kuehner opined that she would create a separate flyer in order to present the information in a more appropriate format to be posted on a board.

Mr. Bass asked about the process behind the recent submission of an article by Mr. Keim describing the Earth Day event for Clarke Monthly. Ms. Kuehner clarified that Mr. Keim wrote the article and submitted it to her for her approval and editing. She sent it directly to Clarke Monthly for publication with Mr. Keim’s byline.

Chair Harrison arrived at 5:44.

Mr. Keim confirmed with Ms. Kuehner that a news release sent to the Winchester Star about the upcoming Earth Day event should be approved in advance by Ms. Kuehner. Ms. Kuehner suggested coordinating with her about a communication strategy for large events hosted by the Committee.

Chair Harrison asked if the Litter Committee could create their own separate page on social media. Ms. Kuehner suggested that the Committee continue to use the page dedicated to the County and explained that she is an administrator for the pages used by other Clarke County departments. Ms. Kuehner described her plan to advertise the Earth Day event on multiple platforms in the upcoming weeks and Mr. Bass clarified that Committee members are allowed to share the County content once it is published.

Approval of Meeting Minutes – February 20, 2024

The Committee voted 5-0-0 to approve the February 20, 2024 meeting minutes as amended with minor changes requested by the Committee.

Motion to approve February 20, 2024 meeting minutes as amended:			
Harrison	AYE	Martin	AYE
Bass	AYE (moved)	McMullen	AYE
Keim	AYE (seconded)		

Public Comments – None.

Event Planning:

a. April 2024 Earth Day Planning

Ms. Lemmon asked if anyone from the Committee will be unable to attend the Earth Day event planned for April 20, 2024 and explained that an estimated attendance will be needed in order to plan for the pickup locations. Chair Harrison reviewed the speakers for the event, which include Committee members and law enforcement officials. Ms. Lemmon noted that after the speaker presentations that there is time on the schedule for participants to visit the tables set up by local civic organizations. She noted that the pickup locations reflect those mentioned in the letter sent out the civic organizations and the Committee discussed assigning a member to each location.

Chair Harrison noted that she had reached out to many Adopt-A-Highway participants and some had agreed to pick up their section of roads on the same day and convene at the Fairgrounds afterward. Ms. McMullen shared that some Adopt-A-Highway participants seem to be confused about what types of trash are accepted for final pickup from the Virginia Department of Transportation (VDOT). She noted a post on social media where a pickup resulted in the collection of many thrown out televisions and the poster did not want to have to pay for special disposal of them. Mr. Bass volunteered to reach out to Mr. Ed Carter with VDOT so see if he is available to speak at the Earth Day event and to ask if there are any types of litter VDOT will not pick up. Chair Harrison mentioned that Cathy Hottle (VDOT) may be another contact to direct questions to about the Adopt-A-Highway program.

Chair Harrison stated that Mario's Pizza in Berryville agreed to donate pizza for the event and that they would only need a headcount closer to the day of the event. She also suggested reaching out to Ashley Tibbens with Berryville Main Street about acquiring more food donations from local businesses.

Ms. Lemmon reviewed the timeline of events leading up to the Earth Day event and asked for feedback. Chair Harrison mentioned that contacting the participants in the Adopt-A-Highway program and organizing with them to do pickups on their adopted road segment would be a way to expand the event for next year. Not only would this avoid holding the County liable for roadside pickups during the Earth Day event but would show Litter Committee's support for the program.

Ms. Lemmon stated that so far the event has one volunteer but noted Ms. McMullen's efforts to reach out directly and invite local organizations.

b. Other 2024 Event Planning

Ms. Lemmon suggested settling on some dates for upcoming events planned in May, June, and July. She noted that with the Earth Day event, the Committee might be able to bring in some more volunteers for other events throughout the year. She suggested planning dates for the Committee to participate in the Clarke County Farmer's Market, a boat ramp pickup, a roadside pickup, and another Adopt-A-Road pickup. The Committee also discussed the 2nd annual Environmental Advocate of the Year award. The Committee agreed on the following dates:

- Saturday May 4th: Table at Farmer's Market
- Saturday May 18th: Boat Ramp pickup
- Tuesday May 21st: Environmental Advocate of the Year award
- Saturday June 8th: Rt. 7/340 roadside pickup
- Saturday July 13th: Adopt-A-Highway pickup (Salem Church Rd)

Meeting Topics:

a. EPS Campaign Application Handout

Ms. Lemmon distributed the list of remaining local businesses for Committee members to sign up for in order to drop off the applications for EPS alternative products through the DEQ grant. She mentioned that she has already received one application back through the mail and noted that the deadline to submit the application is May 1. Chair Harrison shared that she was invited to speak at the next Clarke County Ruritan Club meeting to explain the EPS campaign and invite the Ruritans to use EPS alternative products at the Fairgrounds. Ms. Lemmon did confirm that the Virginia

Department of Health considers the Fairgrounds to be a food vendor and so they would qualify to receive products from the EPS Campaign. Chair Harrison suggested that the application form have more examples of what types of products are offered to help local businesses choose what to request.

b. Grants: DEQ Authorized Use of Funds

Ms. Lemmon briefly summarized the unauthorized use of funds for the DEQ grant.

c. Grants: Keep VA Beautiful

Ms. Lemmon explained another grant opportunity called the Keep Virginia Beautiful (KVB) grant. She asked the Committee to think of projects that would otherwise be unauthorized under the DEQ grant that would be allowed under the KVB grant. She noted that the grant amounts are only \$500, \$750, or \$1,000 amounts but a small project would likely be covered. Ms. McMullen shared that the Committee had been invited to sponsor a planter in downtown Berryville. Ms. Lemmon confirmed that a planter would be an allowed use of funds for the KVB grant and invited other Committee members to think of ideas to bring to the next meeting before the grant application deadline on April 30th.

Keep Clarke Clean Signage Update – VDOT and Miss Utility

Ms. Lemmon reported that she had called Miss Utility about the tentative locations for the Keep Clarke Clean signs and that the locations had no conflict with any utilities. She explained that VDOT requested a stakeout for the sign sites in order to approve the locations. She stated that a stakeout is planned for the end of the week.

Mr. Bass left the meeting at 6:25

Other Business:

a. Mail Packets

The Committee discussed the possibility of mailing out physical copies of the packets before the Litter Committee meetings and agreed that receiving electronic copies of the packet was sufficient.

c. EPS rebate

Ms. Lemmon explained her correspondence with Joint Administrative Services (JAS) requesting feedback on a possible rebate program in regard to the EPS Campaign. She explained that it is easier to purchase items and supply JAS with a receipt than for JAS to transfer money to local businesses.

d. Bylaws

Ms. Lemmon explained that bylaws tend to be a framework of the responsibilities of Committee, which include electing officers, recording minutes, advertising meetings, etc. She explained that what might be more helpful is some sort of handbook that the Committee could refer to when planning events or understanding the limitations associated with being a government entity. Ms. Lemmon requested that Chair Harrison provide a list of topics she would like to see included in the handbook and noted that this would be a living document that Committee members and staff could add to in the coming years.

Adjournment

There being no further business, the Litter Committee agreed to adjourn at 6:29 pm to the next regularly scheduled meeting on Tuesday, March 19th 2024 at 5:30pm in the Suite B Conference Room located on the second floor of the Berryville-Clarke Government Center in Berryville, VA.

Motion to adjourn to the March 19, 2024 meeting at 6:30 pm:			
Harrison (Chair)	AYE	Keim	AYE
Bass (BoS Representative)	ABSENT	Martin	AYE (moved)
Keim	AYE (seconded)	McMullen	AYE

Ashley Harrison, Chair

Lorien Lemmon, Clerk to the Committee

Earth Day Planning Progress

Litter Committee Member RSVP – Attending: Ashley, Mary, Christi, John, Lorien, Tom, Matt(?)

Day of:

Location: Fairgrounds, Horticulture Building

9:00-9:30: Welcome guests, sign waivers, and assign litter committee members to groups

9:30-10:00: Speaker presentations/meet and greet/table visit

Speakers: Travis Sumption (confirmed 4/9), Ashley, Matt (?), Thomas Christiansen (Conservation Police – confirmed??), Ed Carter (confirmed 4/9)

10:00-12:00: Litter Clean Up w/assigned Litter Committee member

Locations: Fairgrounds (Christi – permission approved Brad Broy 4/4), Chet Hobert Park (Ashley + Matt? - permission approved Lisa Cooke 4/5), Rose Hill Park (Mary -permission approved Christy Dunkle 3/26), LC Adopt-A-Highway (John + Tom)

12:00-1:30: Refreshments/Pizza (donated by Mario's)/Glass-crushing demo by Christi

Location: Fairground – picnic tables

End of Event

Progress so far (continued):

4/2/2024: Cathy created some Earth Day flyers for schools and local businesses – distributed by Ashley and Christi

4/4/2024: Lorien/Ashley/Christi did a walkthrough of the Fairgrounds and decided on the Horticultural Building for setting tables for local orgs and presenters (good for windy/rainy day, bathrooms, etc)

4/5/2024: John's article published in Clarke Monthly

4/5/2024: Lorien obtained signs from Cathy for directing traffic/volunteers at Fairgrounds

4/4-4/9: Lorien confirmed presenter's availability except for Tom Christiansen

4/9: Organizations that have RSVP'd so far: Northern Shenandoah Valley Audubon Society (3), Clarke Dems (10), NHS student (1)

Things to discuss: Create set-up schedule for local org tables and volunteer pick up supplies - Lorien would like to get into Horticulture building the day before (Fri. April 19th) to set up tables and set out pick up supplies – would love help if anyone is available.

Number of Adopt-A-Highway organizations that agreed to participate on 4/20? Notify Tapscott

EPS Campaign applications as of 4/9/2024

NOTE: Applications are due

May 1st

Business	type	dollar amount
Homespun	clamshells	500
J&J Corner Store	coffee cups	500
Cordial Coffee	clamshells	500
Horseshoe Curve	clamshells	300
Fairgrounds	???	1000

DEQ EPS Fund	4,038.93	2800
% Fund dedicated so far:		69%

Keep Virginia Beautiful Green Grant



Our spring 2024 Green Grants application process will be open soon!

To see last year's projects and programs, follow [THIS LINK](#) for a list of the 2023 Green Grant Awards.

Our Green Grants program empowers groups all across Virginia to make an environmental impact in their own communities. This is one of the ways we can engage the people who live in Virginia to improve our natural and scenic environment. We believe in a shared responsibility to end littering, improve recycling and beautify communities, and we know with your determination and our support, much can be accomplished!

Keep Virginia Beautiful accepts grant applications in spring each year, and funds thirty awards in amounts of \$500, \$750, or \$1,000. The applications are evaluated and scored by a panel of experts in their fields.

In June, one Green Grant award is announced one each day. The grants are awarded to schools, parks, counties and towns, environmental groups, associations, nonprofits, and service organizations in four different categories: Litter Prevention, Cigarette Litter Prevention, Community Beautification, and Recycling.

The general [Grant Application Guidelines](#) should be read before an application is submitted.

DESCRIPTION OF GRANT CATEGORIES:

Litter Prevention

Grants are awarded to groups that aim to clean up, prevent, or reduce litter. Funding will support cleanup supplies, cleanup events, including water cleanups. Studies show that an area that does not contain litter less likely to become littered in the future. The purpose of these grants is to support sustainable prevention and reduction of litter in Virginia. Read more about [litter facts](#) and resources.

Cigarette Litter Prevention

Cigarette butts account for over 30% of all U.S. roadway litter and storm drain litter. Grants are awarded for projects that include public education and awareness of the issue of cigarette litter, placing cigarette butt receptacles at transition points (such as entrances to public buildings), recycling cigarette butts through the [TerraCycle](#), and/or distributing pocket or portable ashtrays to adult smokers. Learn more about [Cigarette Litter Prevention](#).

Community Beautification

The purpose of this grant is to support beautification efforts within Virginia's communities. Grants are awarded to groups who create projects or programs that beautify and benefit the community, such as community gardens, renovating vacant lots, removing or repainting graffiti, creating green public spaces, and community revitalization projects. Here's a booklet about [placemaking](#) for inspiration!

Recycling and Waste Reduction

Grants in the Recycling category are awarded to groups that implement or expand programs to increase recycling, as well as other inventive ways to reuse or repurpose recyclable/non-recyclable items, or other ways to reduce waste in Virginia. Funding will support recycling receptacles, fix-it fairs, re-usable produce and shopping bags, water refilling stations, and other efforts to eliminate the dependence on single-use plastics. Learn about [Terracycle's](#) free recycling programs for many household items such as toothpaste and shampoo bottles.

Final Report for Green Grant Award Form

Name of Organization *(Required)*

Contact First Name *(Required)*

Contact Last Name *(Required)*

Contact Email *(Required)*

Category of grant award *(Required)*

- Community Beautification
- Cigarette Litter Prevention
- Litter Prevention
- Recycling

Amount of grant award *(Required)*

- \$500
- \$750
- \$1,000

Region where project/program took place *(Required)*

- Northern Virginia
- Central Virginia
- Hampton Roads
- Eastern Shore
- Shenandoah Mtns/Valley
- Southwest Virginia

Zip Code where project/program took place *(Required)*

Date project/program was completed *(Required)*

Number of volunteers involved *(Required)*

Total hours worked by all volunteers combined

(Required)

Pounds of litter picked up, if applicable:

Pounds of recyclable items collected, if applicable:

Number of any other items picked up i.e. 25 tires, 2,500 cigarette butts:

State type of item and number collected

Number and type of trees planted, if applicable:

Number of flowers or shrubs planted, if applicable:

Other work performed such as trails cleared, graffiti painted over:

Any other metrics or information not mentioned above:

How were your grant funds spent? *(Required)*

Please tell us the success of your project or program, and describe its impact on your community: *(Required)*

Any additional notes or comments:

Berryville Main Street Planters



Dimensions: 38" x 12", depth 16"

Anderson's Nursery has donated compost for the planters again this year. The planters have been freshened up and **are ready for planting!** *THANK YOU!*

Signage: Berryville Main Street will be adding small signs to each box. Please send us your business logo/information, club information, or name (can be "in honor of") that we can use to highlight your box. *THANK YOU!*

2024 Watering Assignments:

Main Street Businesses, you can help by watering planters in front of your storefront.

THANK YOU!

Sharon Wolf, Berryville Main Street Board Member
630-923-5446 or sharon@berryvillemainstreet.com

Berryville Main Street 2024 Planting Assignment Locations

Pending Sponsor

- Stardust Dance Studio
22 E. Main Street

Town & Country Garden Club

Cynthia Moore

- Vacant Coiner's Building
26 E. Main Street
- The Natural Mane
29 W. Main Street

Rotary Club of Clarke County

Sue Scarborough

- Jim Barb Realty
25 W. Main Street

Soulshine Medicine

Hunter Nicole

- PH Miller Studio, Frame-maker
1 E. Main Street

Twin Oaks Winery

Donna Evers

- Hava Oaks Medical
1 W. Main Street

Women's Club of Clarke County

Alice Hummer

- Jane's Lunch
3 E. Main Street

Pending Sponsor

- Berryville Auto Parts
111 W. Main Street

Yellow House Natives

Wendy Dorsey

- Brazen Sheep
10 W. Main Street

Evelyn Joran-Thiel

- Split Ends Hair Design
15 E. Main Street

Lindsay Phillips

- BMS Office & Community Board
23 E. Main Street

Clarke County Litter Committee

Christi McMullen

- J. Douglas Moler Insurance
5 W. Main Street

Sharon Wolf, Mobile Notary Public

- Berryville Old Book Shop
7 E. Main Street

Nall's Farm Market

David Nalls

- Berryville Treasures
8 W. Main Street

***Northside locations have partial shade in the morning & full sun in the afternoon.
Southside locations have full sun in the early morning & shade most of the day.***

LITTER COMMITTEE ELECTRONIC MEETING POLICY

1. Pursuant to Code of Virginia §2.2-3708.2, the following policy is established for members of the Clarke County Litter Committee (the “Committee”) to participate electronically in meetings from remote locations for reasons specified as follows:
 - A. Such member is unable to attend the meeting due to a temporary or permanent disability or other medical condition that prevents the member’s physical attendance.
 - B. Such member is unable to attend the meeting due to a personal matter and identifies with specificity the nature of the personal matter. Participation by a member pursuant to this subsection is limited each calendar year to two meetings.
2. Procedures for authorizing electronic participation in a meeting.
 - A. Electronic participation in a meeting shall only be permitted if a quorum of the Committee is physically assembled at the designated meeting location.
 - B. Any member requesting to participate electronically in a meeting shall notify the Chair of the reason for electronic participation as specified in Subsection 1 above, on or before the day of the meeting. The Chair shall determine whether the request for electronic participation complies with the provisions of Subsection 1 above and shall either approve or disapprove the request.
 - C. If electronic participation is approved by the Chair, the Clerk of the Committee shall record in the meeting minutes the remote location from which the member participated. The meeting minutes shall also indicate the reason for the member’s electronic participation as described in Subsection 1 above.
 - D. If electronic participation is disapproved by the Chair, the reason for such disapproval shall be recorded in the minutes with specificity.
 - E. For any electronic participation, arrangements shall be made to ensure that the voice of the member participating electronically may be heard by all persons in the designated meeting location.