



Clarke County Litter Committee

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.

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

Adjournment

There being no further business, the Litter Committee voted 4-0-1 to adjourn at 6:29 pm. The next regularly scheduled meeting is on Tuesday, April 16th 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	Martin	AYE (moved)
Bass (BoS Representative)	ABSENT	McMullen	AYE
Keim	AYE (seconded)		


Ashley Harrison, Chair


Lorien Lemmon, Clerk to the Committee