



KEEP  
MIDDLESEX  
BEAUTIFUL

# Keep Middlesex Beautiful! Committee Meeting

Pilot House Inn  
2737 Grey's Point Road  
26 July 2022  
4:00 pm ET



# Agenda

1. Minutes of June 15, 2022 Meeting
  
2. KMB! Committee Overview
  1. Officer Appointments
  2. Housekeeping matters
  
3. KMB! Initiatives Review
  1. Education
  2. Beautification
  3. Litter Prevention
  4. Communication
  5. 2023 Great Middlesex Green Up!
  
4. FY 2023: KMB! Ops Moving Forward (Draft Schedule)
  
5. AOB/ Open Discussion



# KMB! Committee Overview

Name	Education	Beautification	Litter Prevention	KMB! Comm	2023 Great Middlesex Green Up!
Harris, Joan	✓	✓	✓		🌲
Koontz, John*	✓	✓	✓		✓
McFarland, Aaron	✓	🌲			✓
Olsen, Kim	🌲			✓	✓
Phillips, Trip		✓	🌲	🌲	✓

🌲 Committee Chair

\* KMB! Interim Chair

## Discussion/Action Items:

- Election/ Appointment of Officers
  - Chair
  - Vice-Chair
  - Secretary
- KMB! Email
- Data and record storage
- Supplies and storage



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# KMB! Initiatives and Volunteer Opportunities



## Educational Outreach

Youth Awareness and Education  
General Citizen Education and Awareness



## Middlesex Beautification

Landscaping/ Viewshed Improvement



## KMB! Litter Prevention

Planning/ Data Collection/Analysis  
Report/Clean Up Tracking  
KMB! Clean Ups



## Communication/PR

Social Media  
Media Liaison  
Digital Design  
Volunteer Recruitment



## 2023 Great Middlesex Green Up!

Committee Leadership  
Clean Up Volunteers  
Media Liaison



# KMB! Committee Volunteers



## Educational Outreach

- Cindy Fotchmann
- Elizabeth Gillooly
- Joan Harris
- John Koontz
- Aaron McFarland
- Dawn Moore
- Kim Olsen\*
- Trip Phillips
- Robin Wells



## Middlesex Beautification

- Cindy Fotchmann
- Joan Harris
- John Koontz
- Aaron McFarland\*
- Dawn Moore
- Trip Phillips
- Robin Wells



## KMB! Litter Prevention

- Joan Harris
- John Koontz
- Dawn Moore
- Trip Phillips\*



## Communication/PR

- Cindy Fotchmann (Media)
- Elizabeth Gillooly (Media)
- Dawn Moore (Recruit)
- Kim Olsen (Recruit)
- Trip Phillips\*



## 2023 Great Middlesex Green Up!

- Wanda Foell
- Joan Harris\*
- John Koontz
- Aaron McFarland
- Dawn Moore
- Kim Olsen
- Trip Phillips



# KMB! Education Discussion

## 1. General Citizen Education

## 2. Youth Oriented Education

- Elementary
- Middle
  - Raised Bed Gardens
- High School

## 3. Logo Contest



# KMB! Beautification Discussion

1. Landscaping/Viewshed Improvement Opportunities
2. Community Improvement
  - Wake Beach
  - Heritage Trail (Middle Peninsula Master Naturalists\*)
3. Other

\*<https://middlepeninsulamasternaturalists.com/>



# KMB! Litter Prevention Discussion

1. Biannual KMB! Sponsored Clean Ups
  - Spring/Fall – attempt to coordinate with VDOT clean ups
  - Landscaper/ Contractor RFP Process
  - County Jail Initiative (JK)
2. Community Reporting/ Data Collection
  - Platforms
  - Email/ Contact
3. Roadway Mapping
4. Community Appearance Indexing





# KMB! Comm/PR Discussion

## 1. **Web Presence**

- Middlesex County/ KMB! Website
  - Design
  - Implementation

## 2. **Community Reporting/ PSA**

- Content and Frequency?
- Ownership and Access
- Platforms
  - Social Media
    - Facebook
    - Instagram
    - Twitter
  - Traditional Media
    - Newspapers/ Regional Periodicals
  - Public Forums

## 3. **Merchandise**

- T-shirts
- Hats
- Other

## 4. **Volunteer Recruiting**

# THE GREAT VIRGINIA GREENUP 2022



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## KMB! Great Middlesex Green Up Discussion

- Leadership
- Timing and Timeline
- Resource Requirements
- Communication and Execution Plan



# KMB! Sponsorship and Funding

- Perennial Middlesex County and VDOT Grant
  - FY 2023: \$11,500 (combined)
- Competitive Grant Opportunities
  - List development
  - Prioritization
  - Timing
  - Execution
- KMB! Sponsorships



# Support KMB!

## Follow

- Follow us on Social Media. Our content will be educational, interesting, and inspiring

## Donate

- 100% of your financial gift, in-kind service, or materials supply will help provide the support and resources vital to a clean and safe Middlesex County

## Join Us and Volunteer

- We will depend on a committed network of volunteers to deliver our programs and guide our efforts for the improvement of Middlesex County

## Sponsor

- Our programs are made possible by the individuals and businesses that support Keep Middlesex Beautiful! efforts. If you would like to support our mission through sponsorship, please contact us on specific programs available

## Share Your Photos

- Do you have photos from one of your cleanups or other KMB! Events? We would love to see them! Tag us #KMB #keepmiddlesexbeautiful and we will feature you on our site!

## Tell Your Friends and Neighbors

- Pass the word along to someone you know or may be interested in supporting our work. Tell that friend that loves to volunteer, teachers who may be looking for environmentally themed educational activities and anyone else who may appreciate our collective mission



# FY 2023: KMB! Draft Timeline





# FY2023: KMB! Moving Forward

## Prioritize Initiatives

- Interest
- County/ Public Needs
- Resources
- Goals
- Action Items
- Timelines




# AOB/ Open Discussion



KEEP AMERICA BEAUTIFUL





# Help effect positive change in our community!

With your support, we can continue to fight for  
a more beautiful Middlesex through litter  
removal and prevention, community  
beatification, and environmental education





# Appendix



# FY 2022 Supply Order

Item Description	Unit Cost	Quantity	Total Amount
<a href="#">2 Pack Foldable Reacher Grabber Tool, Long 32" Foldable Extender Gripper Tool, Suction Cups for Precise Work, Claw Trash Garbage Picker, Garden Nabber, Mobility Aid Pick Up Tool</a>	\$ 18.99	25	\$474.75
<a href="#">1st Choice Green Nitrile Disposable Gloves, Raised Diamond Texture, Latex-Free, Food-Safe, Auto, Mechanic, Cleaning: LARGE</a>	\$ 15.75	5	\$78.75
<a href="#">1st Choice Green Nitrile Disposable Gloves, Raised Diamond Texture, Latex-Free, Food-Safe, Auto, Mechanic, Cleaning: X-LARGE</a>	\$ 15.75	5	\$78.75
<a href="#">Neiko 53962A High Visibility Safety Vest with 2 Pockets, ANSI / ISEA Standard   Color Neon Yellow   Size L</a>	\$ 7.54	30	\$226.20
<a href="#">Neiko 53963A High Visibility SAFETY Vest with 2 Pockets, ANSI/ISEA Standard, Color Neon, Size XL, X-Large, Yellow</a>	\$ 8.88	30	\$266.40
<a href="#">Neiko 53964A High Visibility SAFETY Vest with 2 Pockets, XX-Large, Neon Yellow</a>	\$ 9.09	30	\$272.70
<a href="#">Plasticplace 42 Gallon Trash Bags   3.0 Mil   Orange Heavy Duty Contractor Trash Bags   33" x 48" (50 Count), CON5ORNG</a>	\$ 44.39	7	\$310.73
			\$0.00
			\$0.00
			\$0.00

Est. Total Request

\$1,708.28



# 2023 Great Middlesex Green Up

