



ENVIRONMENT AND RECYCLING AD HOC COMMITTEE EARTH DAY EVENT REPORT

April 20, 2019/Saturday, 10 am -2 pm

Rockdale Community Room, 109 N. Main, Rockdale, TX

Participants:

Lead: Donna Lewis

Present at Earth Day: Scott Berger, Sherry Colley, Ann Collins, Linda Jo Conn, Joyce and Mike Conner, Jackie Fields, Catherine Johnson, Rosie Johnson (guest and helper), Sam Jolly, Sue Ann Kendall, Larry Kocian, Kathy Lester, Donna Lewis, Liz Lewis, Lisa Milewski, Pamela Neeley, Phyllis Shuffield, Kim Summers, Sheri and Wesley Sweet, and Jackie Thornton.

Other members who were unable to attend helped by donating egg shells, egg shell planters, t-shirts for totes, refreshments, and more.

Report:

Early Setup – Friday, 4/19/19, 4-6 pm, many of the participants showed up to set up the room, and to bring in supplies to set up their tables. Notes were taken of things that had were missing and needed for the morning. The time was fluid in that some people came earlier and some people came later.

On **Saturday**, members began arriving early to finish the set-up inside and to prepare for the live radio broadcast outside in the front of the building (that Larry had arranged). Several people were interviewed by Melissa Davis, emcee of the Little River Basin Master Gardeners about Earth Day: Aloma Clayton of the Little River Basin Master Gardeners; Sue Ann Kendall and Donna Lewis of our chapter; and a Girl Scout representative.*

Participation numbers show that this year drew in more people than 2018. From the demographics record, 58 adults and 14 youth participated (total 72). Of these, there were 22 TMN members and at least 7 people who were guests manning their own tables.

The following information is included for future event planning, whether for Earth Day or other "tabled" events.

Physical Set-Up: There were 13 table areas inside the room.

Side A, From Front Door:

Table 1 and 2: At the front door upon entering, Linda Jo, Ann, Pamela, and Jackie manned the tote bag give-away table and the Master Naturalist information table.

Table 3: Larry, Pollinator table.

Table 4: Cathy J, What to do with It Now? (Where to take your problem recycling)

Table 5: Rosie J, Use This Instead of That (how to reduce your plastic by buying alternatives) and Loblolly Pine Sapling Give-Away (saplings donated by TreeFolks and planted in tubs [by the Johnsons])

Table 6: Kathy, Native Plant Seeds/Seedlings Give-Away (members' egg shell plantings, Texas Highway Dept. seed envelopes, and members' own seeds [enveloped and labeled by Linda Jo])

Table 7: Girl Scout Tables (2 tables needed) – Water Collection/Climate Change and some craft activities, Rachel Owens (captainneo1@yahoo.com, 662-753-9419) and assistant from the Rockdale, Milam County Troop. (The other troops [patrols?] were cleaning up trash in the cemetery.) During the event, one girl scout from the Rockdale troop was at their table, taking turns during the event.

Side B, From Front Door:

Table 8: Phyllis, Food (Raisin boxes, Cookies, Tiny Cupcakes) & Drinks (Water, Coffee, Lemonade)

Table 9: Lisa, Take Care of Texas, Handouts and Poster from Texas Commission on Environmental Quality (TCEQ)

Table 10: Sue Ann, Balloons, Bags, and Bovines (Plastic in the Environment) and Handouts/GiveAways from TreeFolks and the Post Oak Savannah Groundwater Conservation District

Table 11: Little River Basin Master Gardeners, (contact: Aloma Clayton, alomac@yahoo.com) Composting

Table 11: Mike, Plastic Safety and Plastic Trash with handout

Table 12: Scott, Free Posters from USDA and free book give-away

Table 13: Joyce and Kim (2 tables needed), ReCrafting Everyday Materials (Empty bottles, Paper Crafts) and Pollinator Rubbings

Advertising: Larry, Cathy, Rosie – managed to do a great job advertising. Cathy's large Earth Day ads appeared in the Rockdale, Lexington, and Cameron newspapers. Especially good were the paragraphs that described information that would be at the tables. Rosie put out many flyers and Larry advertised on the web and arranged the radio spot. Members were given flyers at the monthly meeting to distribute in their local areas.

Signage: There was no signage again this year by the City. However, the interview table was outside on the sidewalk. And, Joyce and Mike brought their sidewalk Earth Day sign. Google Maps does not accurately show the current building (instead Rockdale Hardware Store). Mike added the address in Google Maps so that at least that was accurate. We added that the event was across from Wolf Park on flyers.

Lessons Learned/Possible Changes:

Have all participants sign in, not just TMN members. Thus, the Master Gardeners and the Girl Scout Leaders sign in as guests. Ideally, guest contact information should be recorded (and available at the event) and put into our chapter records for future events. Know how many guests are expected at each table.

Maintain all contact information any member has about who they spoke to about setting up and publicizing the event be maintained with chapter records. This year Donna's contact for the Perry Community Room (109 N. Main, Rockdale) was Kelly at 512-446-2752, Ext. 208. Her contact for the Rockdale Earth Day Coordinator was Dave Melton, 512-269-6425. What about advertising contacts?

Emergency numbers should be posted in room. What is capacity of the venue for fire and safety?

Know ahead of time the number of tables and set-up – how many are available in the Community Room, who is bringing additional tables, who needs more than one table. Be prepared in case someone is unable to participate. (Can the table be used by others?) Are all tables in good working order? In other words, be prepared in case Donna is not there!

Bring additional flyers in case someone wants to distribute some in local shops that day.

Advertise more in Cameron.

If giving out posters, have rubber bands ready and available to hold them rolled up.

T-shirt Totes were either loved or hated. Luckily, we had three options for taking home give-aways and handouts (POSGCD blue totes and leftover Nature Festival backpacks). Leftover t-shirt totes will be stored or donated to others so as to encourage re-use of materials.

Strongly consider NOT having our event on Easter weekend or any other holiday weekend.

Consider having our event beside/along with other groups/organizations' activities. This will pull in more people to our area.

It might be interesting and of use to have a sign-in form at every table for people we might want to follow up with. For example, one person was very interested and asked questions about planting and maintaining citrus trees.

Consider the hours of the event, especially if on a sports event/practice weekend. Should the hours be shifted later in the day?

*Please see Sue Ann's excellent blog on our website for pictures and event descriptions.

Recording Volunteer Time:

Set-Up on Friday and Saturday volunteer time is to be recorded in VMS under **Community Outreach: Indirect**; Description – 2019 Earth Day Setup, Rockdale, TX or 2019 Earth Day Event, Rockdale, TX. Your travel time can be included in your total of actual time that you were there but cannot be more than 1 hour for each of those days.

For only Saturday, Earth Day Event, add an hour under **Administrative: Hospitality** if you brought food/drink for the Refreshment Table. Do not include additional travel time for this calculation.

You may additionally count time for preparation of, loading, and unloading materials for Earth Day in this time on the respective days.

No follow-up meeting planned at this time.