

## **Litter-Free Lumpkin Organizational Committee**

**Presentation to Lumpkin County Board of Commissioners 9/20/2016**

### **Members:**

Dee Harris – Chair

Amy Booker

Bob Cenna

Chesley Davis

Beth Dean-Pope

Tim Moss

Sam Norton

Bob Pullen

Lynn Sylvester

**Program name – Litter-Free Lumpkin**

**Logo/Tag Line – Glitter Not Litter**

**Purpose** – to develop a sustainable program to address the litter problem in Lumpkin County.

**Approach** – Education, Collection, Prevention

Logo, graphics, web site and social media presence contributed by program partner Opus Creo (Beth and Kevin Pope)

## **Action Plan**

- I. Education
  - A. Chesley Davis – 4H to incorporate anti-litter education into current 4H program
  - B. Sheriff Jarrard – assist with anti-litter education in school.
  - C. “Think” installation at Lumpkin County High School
  - D. Watershed signs at county lines.
  - E. “Glitter not Litter” road signs
  
- II. Collection
  - A. Letter campaign to businesses, churches, HOAs requesting their assistance in policing their areas.
  - B. Compile volunteer list
  
- III. Prevention
  - A. Car litter bag give away
  - B. Sign at landfill
  - C. Ordinance enforcement

Launch program in conjunction with Gold Rush using the Dahlonega Nugget and social media to spread the word. Web site with PayPal portal donated by Opus Creo. Use web site to run PSAs, collect volunteer information, and post successes. Participate in Trick or Treat on the Square. Run program through October 2017 culminating with Glitterific Award at Gold Rush 2017. T-shirt sales to brand program and contribute to revenue.

## **Sustainability**

Budget commitment from Lumpkin County Board of Commissioners, City of Dahlonega, University of North Georgia, and Lumpkin County Schools.

T-shirt sales

Continue car litterbag giveaway

Continue social media

Life of program estimated to be 5 years

At the end of first year evaluate success and determine what management tool is most appropriate to continue the program.

## **Budget 2016- 2017**

\$8700.00

Funds to be managed through Lumpkin County Special Revenue account.

### **Revenue**

\$2200.00 – Board of Commissioners contribution

\$6500.00 – Fundraisers

### **Expenses**

\$1100.00 Watershed signs

\$ 200.00 Stationery/postage

\$ 700.00 Landfill sign/road signs/supplies

\$ 200.00 Promotional items

\$5000.00 Litterbags

\$1500.00 T-shirts