




FISCAL STRENGTH

Fiscal Strength

—Empowerment through planning & diversifying our financial profile.

Diversifying our funding base

-  Council Appropriated funding
-  Grants from the State Litter Board
-  Donations & Fundraising

Sustainability and improving our own financial strength is in-keeping with the City Council's goals for Portsmouth. It's sensible and smart to become self-sustaining in our financial endeavors, which ultimately determine our program goals. In 2000, the Commission continued on with its vision of partnership development within community, not just the residential one but the business community as well. The Commission is proud to have cultivated and developed partnerships with Coca-Cola; Coleman Nursery; Woodrow Wilson High School's Environmental Club. The Eco-buddy donation initiative via water bill mailing, has allowed civic minded citizens the opportunity to financially contribute directly to supporting the commissions goals.

The Commission was able to hire, maintain, and sustain a part-time employee—Environmental Information Specialist who revamped the Adopt-A-Spot Program; focused on guiding the Commission's communications efforts. Her attention to detail, and quality has added to maintaining a sustainable community program initiative.






Coca-Cola was a sponsor for Clean Community Commission at OpSail 2000.

SUMMARY

Looking toward the future

As the Clean Community Commission embarks upon its path to pursue its self-imposed mission of litter prevention and beautification of the City of Portsmouth, it will not break its stride. Excitement of the new Renaissance Portsmouth Hotel and Waterfront Conference Center, the Portsmouth Riverfront Performing Arts Center, Ocean Marine LLC—New Global Yacht Center both currently under construction; and new businesses on High Street and in Mid-town, call for higher level of commitment from the Commission, and its army of volunteers. Commission leadership and volunteers will focus on activities that will promote maintenance of city entrances and gateways. In early spring 2001, the Commission will be erecting a gateway entrance sign that will be landscaped and adopted by the Commission as its own Adopt-Spot outside of the downtown tunnel entrance. The year 2000 helped mature the Clean Community Commission into an entity that will pursue ensuring its destiny through fundraising; grant writing, and structured sponsorship plans. Get ready for another Cleaner Community in 2001!



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Portsmouth

-  Clean
-  Community
-  Commission



... making Portsmouth beautiful 



2000
Annual Report 2000

MISSION

Mission Statement of The Clean Community Commission



The Commission will initiate, plan, direct, and coordinate programs for litter control and beautification, and encourage the planting and preservation of key landscaped gateways. We will also promote public awareness and participation in the improvement of the environment by creating and maintaining better parks, public spaces, waterways, wetlands and rivers, streets and highways. Additionally, the Commission will advise and recommend plans to promote Portsmouth as a "Clean Winner" in the Hampton Roads community by maintaining open dialogue with key city departments and officials.

Sustainable Community Building With Strong Leaders

STRONG LEADERS



Mayor James W. Holley III

James W. Holley III

Mayor On behalf of the city council and myself, I would like to extend our personal thanks to the citizens and businesses of Portsmouth and Hampton Roads for the tremendous outpouring of support that we have witnessed during the year 2000. In just three short years, we have experienced a literal army of volunteers offering waves of assistance and in-kind donations and resources, to support the worthy cause of litter prevention and beautification in Portsmouth. Additionally, we cleaned up tons of litter, bulk and debris throughout our communities, riverfronts and waterways. Last year, if we had to pay for the hours of volunteer work on Clean the Bay Day alone, it would have cost us at least \$25,520.00 just for the manpower! Alas the battle does not end here. Please continue on into the millennium in the "War Against Ugliness" and volunteer with the Clean Community Commission.

Joseph Preziotti, Jr

Chairman A native & life-long resident of Portsmouth is a retired, self-employed Planning Consultant. He worked for the City of Portsmouth for a number of years as Assistant Planning Director. Joe is an active community leader and is involved with many boards, commissions, and efforts to improve the city. As Chairman charged with leading the Commission as it undertakes the task of mobilizing and organizing Portsmouth volunteers to achieve a cleaner, more beautiful city, I invite all citizens to join us in our campaign in the "War on Ugliness."



Walter Broda

Walter Broda

Vice Chair A resident of Portsmouth for over 30 years, Walter is retired from the Naval Air Station Oceana Rework Facility. Walter is an avid Community activist whose involvement includes chairing the Retired Senior and Volunteer Program through the American Red Cross, Portsmouth Advocates and Leaders for Seniors (PALS), and President of the Methodist Men's Association at St. Andrew's. He recently left the Triad after four years of service. He is the visionary behind 'Operation Clean Up Portsmouth' and spearheads the Commission's efforts to recognize many city businesses who have aided in the advancement of our litter prevention and beautification efforts.

Brenda Turner

Beautification Chair This West Park View resident and Portsmouth native prefers to take a low profile. Her efforts however are anything but low profile. "Miss Adopt-a-Spot" as she is affectionately referred to by the commission, has single handedly led a crusade in her community to improve its eye-sores. Her attitude is contagious and has sparked enthusiasm in other communities to do the same. Brenda has been featured on the Portsmouth Channel's "Our Neighborhood" show, in The Virginian-Pilot and was recently awarded by the commission for her special efforts.



Claudia Cox-Wynn

Claudia Cox-Wynn

Executive Director Staff liaison for the Commission, Claudia holds a Bachelor of Science Degree in Political Science from Old Dominion University and a Master of Public Administration Degree from George Mason University. As a professional manager of the program, she focuses on the day-to-day operations of the commission, coordinates the commission's major cleanup efforts that involve hundreds of volunteers, writes grants, and is the editor of the commission's newsletter the *Clean Communicator*. The program office is located in the City Hall Building within the Department of Community Quality and Planning Services.



Joseph Preziotti, Jr



Brenda Turner

Community Empowerment

—Aiding and directing those who want to help themselves.

Operation Clean Up Portsmouth & the Great American Clean Up Once a strictly local competition, Operation Clean Up Portsmouth has now become part of a greater national challenge—Keep America Beautiful's Great American Clean Up. This project focuses on collecting bulk refuse from area neighborhoods primarily during the spring & summer months. The project fosters a positive competitive spirit between neighborhoods. The goal is to collect the most debris. This year's winner was Highland Biltmore. The community was recognized in the Clean Community newsletter, the *Clean Communicator* and community leaders were given golf passes courtesy of Bide-A-Wee golf course to award the outstanding participants.



Pounds of bulk debris collected:

	1998	1999	2000
	26,020	83,340	79,360

Adopt-a-Spot This service project that promotes litter prevention and/or beautification by encouraging individuals and groups to participate in temporary ownership of a public space or city entranceway. The Commission provides all supplies and support.

46 Spots Adopted in 3 years
13 Spots Adopted in 2000

Clean the Bay Day Held annually on the 1st Saturday of June, this local, regional; and semi-national event promotes clean up of our cities waterways by volunteers. The Clean Community Commission partners with other Hampton Roads communities and the Military to Clean the Bay. The commission plans, organizes, and provides supplies for the event. At its conclusion, the Commission plays host to a sponsor funded thank you party, where volunteers are able to meet each other and other event organizers and wind down after the event.

	1997	1998	1999	2000
Volunteers	518	421	341	440
Pounds	44,800	39,320	71,500*	28,485
Miles	5.5	10.5	11.75	23

*Eco-Barge sunken vessel retrieved.



Make a Difference Day Sponsored locally by Volunteer Hampton Roads and Nationally by America's Promise during the month of October, "Make A Difference Day" was extended to two weeks in Portsmouth. The Commission supports this cause by encouraging youth to participate in community service through clean up efforts. In 2000, the military decided to get involved. The Naval School of Health Sciences under the leadership of Command Master Chief Bob Bayerlain answered the call for help. Efforts were targeted in Brighton, Truxton, and Cavalier Manor. The goal to assist senior citizens and the physically challenged clean up their properties was achieved with some rewarding results; cleaner properties and happier citizens.



SPONSORS of Clean the Bay Day 2000

- Olde Towne Exxon
- Associated Naval Architects Inc.
- Dail's Home Center
- Farm Fresh
- George Thomas & The Lancers
- Harbor Towers
- Harris Teeter
- Mama Jeans Cafe
- Maryview Medical Center
- McDonald's Restaurant
- Moon Engineering Co. Inc.
- Olive Garden Italian Restaurant
- Port Norfolk Supermarket
- Portsmouth Boating Center
- Portsmouth & Chesapeake Wholesale Paper Co.
- Ray's Pizza & Pasta
- Three Cheers Pub & Restaurant
- Virginia Food Service Group
- Vision Virginia

BOARD

Board Members



Board members: Karen Anderson (Churchland), Karen Clements (Churchland), Raymond Durham (Churchland), Shelby Frisby, Traci Gilland, Sharon Harris (Cavalier Manor), Raleigh Harsley (Prentice Park), Scott McClaine (Park View), Madalyn Morris-Grimes (Port Norfolk), and A. Peppy Owens (West Park View). Part-time staff assistant Ms. Suzette J. Leathers also aids the Commission with Communications, and management of the Adopt-A-Spot program.

