

October 21, 2016

**Memorandum #2016-132**

**TO: askHRgreen.org Water Awareness Subcommittee**

**BY: Katie Cullipher, Principal Environmental Education Planner**

**RE: askHRgreen.org: Water Awareness Subcommittee – October 27, 2016**

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, October 27, 2016 at 9:30 a.m.** in **Board Room A, The Regional Building, 723 Woodlake Drive, Chesapeake, VA 23320.** Comments and suggestions based on this agenda package are welcome.

The agenda for the meeting is as follows:

**1. Meeting Summary**

The meeting summary for September is attached for review and approval.

Attachment 1

**Action:** Approve the meeting summary.

**2. askHRgreen.org Events**

October 22 – Lynnhaven River Now Fall Festival & HRSLE, Virginia Beach

**Action:** Based on discussion.

**3. Media & Promotions**

The Committee should continue to discuss ideas/messaging for the sidewalk messaging campaign. Preliminary ideas are as follows:

- Play on the fact that pipes/infrastructure are “out of sight, out of mind”
- Reuse the “it’s not magic” infrastructure message
- Outdoor water tips
- No water No \_\_\_\_\_ (examples: No Water No Coffee, No Water No Food, etc.)
- It’s not just water message (example: fire protection, economic development, etc.)
- Investing in infrastructure is investing in future generations
- Which could you live without? (comparison with tap water cost and cell phone).

**Action:** Based on discussion.

**4. Printing & Promotional Items**

HRPDC staff will provide quotes for materials requested and review current inventory levels for all other promotional items. The tap water and conservation rack cards have arrived and will be available for pickup at the meeting.

Attachment 4

**ACTION:** Based on discussion.

**5. H2O Promotion**

The Committee should continue to discuss ways to promote/encourage donations to the H2O Program. HRPDC staff can provide rack cards, donation envelopes, web graphics, and locality-specific materials as needed.

**ACTION:** Based on discussion.

**6. Mini Grant**

The Committee should review and discuss funding the “To Our Schoolyard Watershed and Beyond” project submitted from Gloucester County Public Schools.

Attachment 6

**ACTION:** Vote on mini grant project.

**7. Staff Reports**

*Budget* – The current FY17 budget is attached for review. The Committee should discuss future budgets for FY18 and beyond – this topic will be addressed at the November Regional Directors of Utilities meeting.

Attachment 7

**Action:** Based on discussion.

**Next Meeting:** The regularly scheduled November meeting falls on Thanksgiving. The Committee should discuss rescheduling or canceling the meeting.

Krc/sl

**askHRgreen.org: Water Awareness Subcommittee:**

Molly Bertsch, HRSD  
Rhonda Bowen, HRSD  
Dan G. Clayton III, WM  
J. Arnie Francis, GL  
Latoya Henry, NO  
Jerry Hoddinott, CH  
Donna Holt, IW  
Julien W. Johnson Jr., SH  
Phillips Jones, IOW  
Harry C. Kenyon, NO  
Melissa Lindgren P.E., IW  
Albert Moor II, SU

Russell Pace, FR  
Lynn Proctor, VB  
Jack Reed, SM  
Ellen Roberts P.E., PQ  
Erica Roberts, VB  
Tammy Rojek, WM  
Rhonda Russell, SY  
Bob Speechley, PQ  
Erin Trimyer, PO  
Kim Wieckert, SU  
Lori Woolman, NN

**HRPDC Staff:**

Robert Crum  
Katie Cullipher  
Rebekah Eastep