

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, April 23, 2015
HRPDC - Chesapeake

Attendees:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Jerry Hoddinott, CH

Kim Wieckert, SU

1. Meeting Summary

The March meeting summary was approved

2. askHRgreen.org Events

Below are the upcoming events scheduled to date:

April 22 – TCC CARES Earth Day Celebration, Chesapeake
April 24 – Booker T. Washington Middle School Go Green Program, Newport News
April 25 – The Hampton Roads Green Breakfast, VWC (Norfolk)
May 2 – EcoFest, Norfolk
May 5-6 – VRA Conference, Virginia Beach
May 8 – VB Public Utilities Dam Neck Event, Virginia Beach
May 9 – Culpepper Landing Earth Day Event, Chesapeake
May 21 – Sensible Seafood Festival, Virginia Beach
May 29 – Blayton Elementary School, Williamsburg
June 18 – NASA Langley Health & Wellness Fair, Hampton
June 27 – Olden Days, Smithfield
August 4 – National Night Out, Virginia Beach
September 11-13 – Hampton Bay Days, Hampton
September 12 – RiverFest, Norfolk
September 16-21 – Isle of Wight County Fair, Windsor
October 8-11 – Peanut Festival, Suffolk
October 12 – Keep Hampton Roads Beautiful Golf Tournament, Chesapeake*

**Still need 1-2 volunteers from each askHRgreen.org subcommittee to sit on the KHRB Golf Tournament Executive Committee*

Action: None.

3. Media

The Committee discussed FY15 media schedule:

- September 22 – October 4: Sustainability radio, online, Facebook
- February 23 – March 8: Infrastructure (joint campaign with FOG) radio, online, Facebook
- March 9-22: Fix a Leak Week radio, online, Facebook
- March 23 – April 4: Lawncare/Outdoor Watering (joint campaign with Stormwater) radio, online, Facebook
- March/April – Coastal Virginia Magazine’s “Green Magazine” insert distribution
- Virginian-Pilot Green Living – askHRgreen did not participate this year but was still utilized as a resource for stories on pet waste, garbage disposal, etc.

Action: HRPDC staff will get campaign results for Lawncare/Outdoor Watering campaign.

4. Drinking Water Week Video Series

The Drinking Water Week video filming took place Saturday, April 18, 2015 at Earth Day at Mt Trashmore in Virginia Beach. Committee members gave the video story boards a final review for edits. Draft videos should be available for review by April 30th with final revisions completed and ready for distribution during Drinking Water Week.

Action: HRPDC staff will distribute video story boards via email for a final review and request video files for municipal TV stations.

5. Promotional Items

The Committee's order of 5,000 water bottles have arrived and are available for pickup. Committee members are encouraged to pick up supplies as needed.

Action: Committee members should pick up their locality's supply of water bottles.

6. Staff Reports

- The budget was approved as presented.
- The Committee will begin FY16 budget planning at May meeting.
- RFP Executive Committee invited three consulting firms to give formal presentations on May 14th. All presentations must center on how to move the existing brand forward, not developing new brands/campaigns.
- Keep Hampton Roads Beautiful Golf Tournament: Interested individuals are invited to serve on the planning committee. Proceeds will be split between the four askHRgreen education committees. The Golf Tournament Planning committee will need help collecting contact lists, sponsors golfers and prizes including municipal attractions.

Action: HRPDC staff send all committee members a flyer, script, tracking document, etc. to assist with outreach for the golf tournament.

Next Meeting - Thursday, May 28, 2015 at 9:30 a.m. at the City Center in Newport News.