

**askHRgreen.org | Water Awareness Committee Meeting Summary**  
**Thursday, May 28, 2015**  
**Newport News Water Works – Newport News**

**Attendees:**

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

Erica Roberts, VB  
Lori Woolman, NN  
Deidre Harmon, NO

**1. Meeting Summary**

The May meeting summary was approved

**2. askHRgreen.org Events**

*Below are the upcoming events scheduled to date:*

June 27 – Olden Days, Smithfield

August 4 – National Night Out, Virginia Beach

September 12 – RiverFest, Norfolk\*

September 16-21 – Isle of Wight County Fair, Windsor

September 19 – HRSLE/LRNow Fall Festival @ Brock Center, Virginia Beach\*

September 19 – Warhill High School Event, Williamsburg

October 3 – Arbor Day Event @ Lafayette Park, Norfolk\*

October 8-11 – Peanut Festival, Suffolk

October 12 – Keep Hampton Roads Beautiful Golf Tournament, Chesapeake

*\*Need volunteers to help staff this event.*

**Action:** HRPDC staff will send out a request for volunteers.

**3. Media & Promotions**

***What Do You Know About Tap Water Campaign***

Localities were asked to promote the *What Do You Know About Tap Water* videos through their municipal websites, social media accounts, etc.

- Videos can be viewed via the following links:
  - [https://www.youtube.com/watch?v=-Je\\_RGZRUZ0](https://www.youtube.com/watch?v=-Je_RGZRUZ0)
  - <https://www.youtube.com/watch?v=DgG9ckCSf9w>
  - <https://www.youtube.com/watch?v=96Z7Fw6E2uM>

*What Do You Know About Tap Water* campaign: HRPDC staff provided an update on the status of the Tribune Media/WTKR 6-week campaign combining targeted and retargeted display, Facebook, Twitter, YouTube, and native content ads.

- Committee members suggested specifying “tap water” in the creative but otherwise approved the campaign creative and website landing page.

**ACTION:** HRPDC staff will distribute Power Point presentation and campaign reports. Cahoon and Cross will follow-up with a timeline for implementation of Tribune/WTKR campaign.

**4. 2nd Annual Keep Hampton Roads Beautiful Golf Tournament**

The Committee discussed progress and updates related to the golf tournament. Executive Planning Committee Members: Catryna Jackson, Dan Baxter, Allison Watts, Joyce Heffington, Lacie Nixon, the HRPDC staff, Mike Baum (KVB), John Deuel (Greenquest), Cami Hahn (KVB contact), Mike Camden (Troy University), and Cindy Nash (GET Solutions, Inc.).

- HRPDC staff has sent emails to last year's sponsors and players
- Tournament is being promoted social media – committee members were asked to join and/or share the event within their social media networks
- Price reduced to \$125 per player/\$500 per foursome
- All Committee members are asked to secure *at least one* prize, sponsor or team.
- Committee members are encouraged to use draft script to reach out to potential sponsors and donors with an emphasis on the use of last year's funds for the cigarette litter prevention program currently in progress by the Recycling & Beautification Committee.
- The Committee will provide water bottles and bags again this year to tournament players.
- The Executive Planning Committee is asking for leads on distribution lists, professional/municipal newsletters, etc. where golf tournament info can be promoted.
- Prize donations in four packs are preferred when possible.

**ACTION:** HRPDC staff will follow up with all Committees regarding golf tournament tasks and progress.

## 5. Promotional Items

HRPDC staff provided an update of current promotional item inventory and discussed quotes for a variety of promotional items. The committee requested a sample budget if the following items were purchased:

- Reusable Bags – 10,000
- Message Pens – 2,500
- Measuring Spoons – 2,500
- Measuring Cups – 1,000
- Silicone Collapsible Cups – 2,500
- Stadium Cups – 2,000
- Toothpaste Squeeze – 2,500
- Hose Nozzle – 500
- Shower Head – 50

**Action:** HRPDC will prepare sample budget for the purchase of the above listed items.

## 6. Staff Reports

Budget – The current budget was reviewed and approved. Final carryover amounts are anticipated in September.

askHRgreen Retreat – Two representatives from each committee have been invited to the askHRgreen Retreat on July 8<sup>th</sup> to discuss the creation of a 5 year media plan for askHRgreen.org

**ACTION:** HRPDC will report back on results of askHRgreen retreat in July.

**Next Meeting – Thursday, July 23** at 9:30 a.m. at the **HRPDC** office in Chesapeake.