



August 18, 2016

**Memorandum #2016-105**

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

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

**RE: askHRgreen.org: Water Awareness Subcommittee – August 25, 2016**

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, August 25, 2016** at **9:30 a.m.** in **HRPDC Board Room B, 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 July is attached for review and approval.

Attachment 1

**Action:** Approve the meeting summary.

**2. askHRgreen.org Events**

September 15-18 – Isle of Wight County Fair

September 24 – VBMG Fall Gardening Festival, Virginia Beach

September 29 – CNU Farmer’s Market, Newport News

October 4-10 – Peanut Festival, Suffolk

*October 9 –ERP RiverFest, Portsmouth*

*October 22 – Lynnhaven River Now Fall Festival & Hampton Roads Sustainable Living Expo, Virginia Beach*

**Action:** Volunteers needed for upcoming fall events.

**3. Media & Promotions**

HRPDC staff will discuss the Committee’s feedback collected in the Public Relations survey. The Committee should discuss promotions for FY 17.

Attachment 3

**Action:** Based on discussion.

**4. Printing & Promotional Items**

The Committee should review the revised water conservation rack card design and revised tap vs. bottled water rack card, and discuss how many rack cards to print.

The Committee should also review current inventory levels and discuss any promotional item needs.

Attachment 4A, 4B

**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. Staff Reports**

*Budget* – The current FY17 budget is attached for review. Also attached are detailed SOWs for the askHRgreen.org campaign for both FY17 and FY18 budget years.

Attachment 6A, 6B

**Annual Report** – HRPDC staff is working on compiling data for the annual report.

**Website** – A content document will be circulated via email for Committee members to review and provide feedback on any changes to existing web content that is to be migrated to the new website.

**Save the Date** – An all-hands askHRgreen meeting will be held on September 29, 2016 at 1:30 PM at the HRPDC office in Chesapeake

**Action:** Based on discussion.

**Next Meeting:** Thursday, September 22, 2016 at 9:30 a.m. at the HRPDC office in Chesapeake.

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

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  
Albert Moor II, SU

**HRPDC Staff:**

Robert Crum  
Katie Cullipher  
Rebekah Eastep

Randy Keaton