

June 16, 2016

**Memorandum # 2016-78**

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

**BY: Rebekah Eastep, Environmental Planner**

**RE: askHRgreen.org: Water Awareness Subcommittee – June 23, 2016**

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, June 23, 2016** at **9:30 a.m.** in **HRPDC 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 May is attached for review and approval.

Attachment 1

**Action:** Approve the meeting summary.

**2. askHRgreen.org Events**

June 7 – CMA CMG Environmental Fair  
June 18 – Boardwalk Arts Family Fest, Virginia Beach  
June 25 – Olden Days, Smithfield  
September 15-18 – Isle of Wight County Fair  
October 4-10 – Peanut Festival  
*October 9 –ERP RiverFest, Portsmouth*

askHRgreen.org education trailer will be transitioned to Norfolk after Olden Days.

**Action:** Volunteers needed for RiverFest on October 9th.

**3. Media**

The Committee should discuss the promotions and campaign results of Find the Magic Faucets/Give Local 757.

HRPDC will report back with feedback from the Directors of Utilities on the FY Media Plan.

Cahoon & Cross will present FY 17 media and marketing proposal at the July meeting.

Attachment 3

**Action:** Based on discussion.

**4. Printing & Promotional Items**

Cahoon & Cross are working on updates to the Tap v. Bottled rack card and creating a new water conservation rack card based on the old Water Use It Wisely campaign. Committee members should discuss how many rack cards to purchase when artwork is complete.

**ACTION:** Based on discussion.

**5. Staff Reports**

**Coastal Virginia Magazine:** Final schedule for Green Magazine content that will run in the main COVA magazine instead of the one-time supplement.

- April 2016: [Green Landscaping](#) + rain barrel and soil tips infographics
- *May/June: Green scene (tap water brief)*
- July/August 2016: Green Scene; Green Kids; Where does it go graphic/puzzle
- Sept/October 2016: Green Scene; Green Art
- January 2017: Green Eats

**FY16 Budget** – The current budget is attached for review.

**FY17 Budget** – HRPDC staff will provide an update on the committee contributions to the overall askHRgreen.org budget and plans for providing services proportionately based on contribution level.

Attachment 5

**ACTION:** According to discussion.

**Next Meeting:** Thursday, July 28, 2016 at 9:30 a.m. at the HRPDC office in Chesapeake.

RJE/fw

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

Molly Bertsch, HRSD  
Rhonda Bowen, HRSD  
Dan G. Clayton III, WM  
Beth Davis, JC  
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  
S. Mark Swilley, YK

Erin Trimyer, PO  
Kim Wieckert, SU  
Lori Woolman, NN

**HRPDC Staff:**

Robert Crum  
Katie Cullipher  
Rebekah Eastep

Julia Hillegass  
Randy Keaton