

October 21, 2015

Memorandum #2015-135

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Senior Environmental Education Planner

RE: askHRgreen.org: Water Awareness Subcommittee – October 22, 2015

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, October 22, 2015 at 9:30 a.m.** in **HRPDC Board Room A, The Regional Building, 723 Woodlake Drive, Chesapeake, VA 23320**. In the event you are unable to attend in person, please use the conference dialing info below. Comments and suggestions based on this agenda package are welcome.

Conference line: 1-866-747-3571

Passcode: 7966328#

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

November 15 – America Recycles Day events around the region

ACTION: According to discussion.

3. Media Planning

The following media priority plan should be used for media planning in the coming year(s).

- The Committee would like to craft a strong connection to drinking water as an environmental issue. Suggestions included source water protection (although for some localities parts of their watersheds are outside of the PDC region), and conservation.
- The Committee would like to work on a better call to action to include in public outreach.
- The Committee and the Stormwater Education Committee would both like to continue the joint media campaign on spring outdoor lawn care tips.
- Top message: aging infrastructure, value of tap water to the community, affordability of tap water when compared to other household utility bills.

ACTION: According to discussion.

4. Keep Hampton Roads Beautiful Golf Tournament

The HRPDC staff will provide an update on the outcome of the October 12th tournament.

Action: None.

5. Promotional Items

The Committee should review quotes and discuss purchasing mood bracelets as a potential joint purchase with the FOG Committee.

Action: Based on discussion.

6. Staff Reports

Budget – The current budget is attached for review.

askHRgreen.org Strategic Planning – Lori Woolman and Erica Roberts will update the group on the September 24th planning meeting. Save the Date for **December 15th** for an all-hands meeting to review the askHRgreen.org strategic plan.

Attachment 6

ACTION: According to discussion.

Next Meeting: The regularly scheduled November and December meetings will be cancelled due to the Thanksgiving and Christmas holidays. A holiday brunch potluck is scheduled for **Thursday, December 10, 2015** at 9:30 a.m. at the HRPDC in Chesapeake. A sign-up sheet will be distributed in early December.

KRC/jc

askHRgreen.org: Water Awareness Subcommittee:

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

Harry C. Kenyon, NO

Melissa Lindgren P.E., IW

Albert Moor II, SU

Dave Morris AICP, NN

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

Kim Wieckert, SU

Lori Woolman, NN

HRPDC Staff:

Robert Crum

Katie Cullipher

Rebekah Eastep

Julia Hillegass

Randy Keaton