

**askHRgreen.org | Water Awareness Committee Meeting Summary**  
**Thursday, July 28, 2016**  
**HRPDC - Chesapeake**

**Attendees:**

Rebekah Eastep, HRPDC  
Lori Woolman, NN

Erica Roberts, VB  
LaToya Henry, NO

**1. Meeting Summary**

The June meeting summary was approved.

**2. askHRgreen.org Events**

September 15-18 – Isle of Wight County Fair

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 October events.

**3. FY 2016-2017 Committee Planning**

The Committee reviewed and discussed the media proposal for the FY17 media budget.

- The Committee approved of the spring TV campaigns but wanted to ensure that the budget included a strong online video component such as pre-roll or YouTube.
- Committee requested more spread in the FY 18 media schedule. The Committee prefers to spread their campaigns over the calendar year but understands that the election year creates an undesirable climate for media.

The Committee was reminded to submit their PR survey by July 29<sup>th</sup>.

- HRPDC staff reported that initial feedback has been positive on the Rainy Day Sidewalk campaign for this Committee and others.

**Action:** HRPDC staff will work with Cahoon & Cross on the media mix of spring campaigns.

**4. Printing & Promotional Items**

The Committee reviewed a new water conservation rack card design and revised tap vs. bottled water rack card.

- Conservation Rack Card edits
  - Replace the porous pavement tip with using an automatic shut off sprayer with sprayer icon
  - Change “water in the morning” icon to a clock
  - Remove all estimate on number of gallons saved (too subjective)
- Tap v. Bottle Water Rack Card
  - Update cost of monthly water usage to reflect rate increases and user fees
  - Replace “\$1 per day” with the regional cost per gallon

**Action:** HRPDC staff will request rack card changes and verify regional utility bill cost.

## 5. Staff Reports

**Website Redesign:** HRPDC staff provided an overview of the new askHRgreen website design:

- Cahoon & Cross is finalizing the scope of work, budget and timeline for the redesign
- Committee members are asked to help review content that will be moved from old site to new site.
- Local and seasonal photos needed for homepage background.
- Wireframes can be viewed at:  
<https://projects.invisionapp.com/share/Z37T58VGW#/screens>

**FY16 Budget** – The final FY16 budget was reviewed and approved.

**FY17 Budget** – The current FY17 was provided for Committee review.

**FY18 askHRgreen.org Budgeting:** HRPDC staff explained the proposed changes to financing the overall askHRgreen.org campaign after FY 17. The new method includes paying only a base contribution into the brand campaign to cover general strategy, consulting fees for meetings and website administration. All other activities will be financed directly through the Committee budget. Essentially the askHRgreen contribution will decrease leaving more funds for committee specific initiatives.

**Help to Others (H2O):** HRPDC staff will be holding the annual H2O Board meeting with the Directors' of Utilities in August. Agenda items will include:

- Electing a new Board president
- Updating the expired MOA
- Locality ownership/promotion of the program
- Increasing donations – especially

**Action:** None.

**Next Meeting:** Thursday, August 25, 2016 at 9:30 a.m. at the HRPDC office in Chesapeake.