

**askHRgreen.org | Water Awareness Committee Meeting Summary**  
**Thursday, July 23, 2015**  
**HRPDC - Chesapeake**

**Attendees:**

Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC

Lori Woolman, NN

**1. Meeting Summary**

The June meeting summary was approved

**2. askHRgreen.org Events**

*Below are the upcoming events scheduled to date:*

August 4 – National Night Out, Virginia Beach

September 12 – RiverFest @ Nauticus, 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, Norfolk

October 8-11 – Peanut Festival, Suffolk

October 12 – Keep Hampton Roads Beautiful Golf Tournament, Chesapeake

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

**3. Media & Promotions**

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

*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.

- The cost of tap water in video one was corrected. The original video stated tap water costs less than a hundredth of a penny when the correct value is less than a penny.
- Campaign should launch July 30<sup>th</sup>
- Videos can be viewed via the following links:
  - [https://www.youtube.com/watch?v=6WznU7\\_JmFY](https://www.youtube.com/watch?v=6WznU7_JmFY)
  - <https://www.youtube.com/watch?v=DgG9ckCSf9w>
  - <https://www.youtube.com/watch?v=96Z7Fw6E2uM>

**ACTION:** Content for native content campaign approved.

**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 on social media – committee members were asked to join and/or share the event within their social media networks
- All Committee members are asked to secure *at least* one prize, sponsor or team.
  - Lori received 4 passes to Virginia Living Museum
- The Committee will provide water bottles and bags again this year to tournament players.

- The free team giveaway will run for the month of August and is a great promotional tool for committee members.

**ACTION:** Committee members are asked to promote the free team giveaway and secure at least one sponsor, team or prize.

## 5. Promotional Items

The Committee reviewed samples and sample budget for purchasing the following items:

Stadium Cups	Measuring Cups/Spoons
Koozies	Magnet Clips
Seed Bookmarks	Hose Nozzles
Collapsible Cups	Message Pens
Low Flow Showerheads	Reusable Bags

\*Recycling & Beautification committee requested that one side of the reusable bag artwork be updated to list locality names such as “The following partners are proud to be a part of askHRgreen.org”

**Action:** Due to low attendance, ordering promotional items will be considered at the August meeting.

## 6. Staff Reports

Budget – The current budget was reviewed and approved.

askHRgreen.org July 8<sup>th</sup> Planning Retreat attended by Erica Roberts and Lori Woolman. Based on feedback from attendees, Cahoon & Cross and HRPDC staff will develop a five year marketing plan to present to the committees for feedback.

Mini-Grant Application for Review - Rain Rain Don't Go Away project at Newtown Elementary School. Due to low attendance, voting will be conducted via email.

**ACTION:** Send mini-grant for review via email.

**Next Meeting – Thursday, August 27** at 9:30 a.m. at the **HRPDC** office in Chesapeake.