

askHRgreen.org Stormwater Education Subcommittee
Friday, March 18, 2016
York Room at City Center – Newport News

In Attendance:

Julia Hillegass, HRPDC
Rebekah Eastep, HRPDC
Sue Kriebel, VB
Chrisi VanLear, PO
David Kuzma, IOW
Lacie Nixon, SU

Paul Cuomo, JCC
Allison Watts, NN
Ivan Shelton, YC
Tammy Rojek, WM
Kim Hummel, IOW

The summary for the meeting is as follows:

1. Meeting Summary

The February meeting summary was reviewed and approved.

Action: Summary approved.

2. askHRgreen.org Events

March 12 – SEVA Community Association Day, Virginia Beach
April 16 – Virginia Living Museum Earth Day, Newport News
April 21 – TCC Earth Day Event, Chesapeake
April 23 – Earth Week Event, Williamsburg
April 30 – James River Fest, Williamsburg
May 3 – Drinking Water Week, TBD
May 7 – EcoFest, Norfolk – Volunteers needed*
May 21 – Family Fun Fest at Chickahominy Riverfront Park, James City County
May 26 – Sensible Seafood Fest, Virginia Beach
June 25 – Olden Days, Smithfield
September 15-18 – Isle of Wight County Fair
October 6-10 – Suffolk Peanut Festival

ACTION: Volunteers needed for EcoFest, 11 a.m. to 5 p.m. on May 7th in Norfolk.

3. Media

Spring TV Media Campaign – April 4-10 – Fertilize/Soil Testing

The storyboard for the spring TV media campaign was sent out via email for review and approved as amended. The final soil testing/fertilizer ad will be sent via email ASAP.

Spring Pet Waste Campaign – Dates TBD

The Committee will use a pickup creative from previous years for a spring pet waste campaign. HRPDC staff will also promote the Scoop the Poop pledge on social media. Traditionally this campaign runs in mid-May.

ACTION: HRPDC will follow up with the final TV ad for Committee review and approval via email.

4. Bay Star Homes

The Committee had an opportunity to discuss any updates/concerns with the program.

- Administration – As of March 11, 2016 there are 1,563 homes registered in the program.
- Outreach
 - February/March Quarterly Newsletter sent on Feb. 18th
 - Spring Newsletter content: Scoop the Poop, grass clippings/yard debris disposal, rain gardens, native plants, events.
 - Committee members were asked to continually build a repository of article ideas and homeowner profiles to feature in quarterly newsletters.
 - More soil testing kits needed for the trailer.
 - Committee members discussed local-level partnerships with Master Gardeners, Cooperative Extension, Department of Forestry, etc. as a source for success in providing additional local level programs.
 - Miscommunications in locality program offerings – PDC will work with Norfolk staff to determine how residents from other localities are applying for Norfolk specific programs and what can be done to resolve the confusion.
- Workshops
 - Grant funding for workshops should become available upon passing of the state budget. Timing for workshops would fall into FY17.
 - Workshops will be in partnership with master gardeners and will take place on the peninsula and southside.
 - Additional program details to be determined but the Committee hopes to use the James City County Super Turf Saturday model.
- Supplies – most localities indicated that they had enough supplies at this time. Additional supplies were requested through grant funds but not approved.

ACTION: HRPDC staff will distribute spring newsletter and address concerns regarding local program outreach.

5. VEE Grant

The VEE Grant Workgroup including Allison Watts, Dave Kuzma, Sue Kriebel and Fleta Jackson met after the regular Committee meeting. An update will be provided to the full staff at the April meeting. The Committee continued discussion of ideas and priorities for a regional application for the [Virginia Environmental Endowment Grant](#) due in December. Topics for consideration include:

- Direct mailings (including postage costs) targeted to residential areas of watersheds with a bacteria TMDL
- Pending regional implementation of the SMART Tool, implement a public-private partnership with local NGOs and other interested groups to conduct residential BMP

inspections. Each locality would be responsible for developing partnerships based on the groups active in their community.

Other project ideas:

- Additional program offerings for the Bay Star Homes program (i.e. rain barrel workshops, soil testing, etc.)
- Workshops/seminars modeled after James City County Super Turf Saturday and Turf Love University

Action: The Grant Workgroup will report back to the full committee in April.

6. Promotional Items

All items ordered for FY16 have arrived and are available for pickup

- Reusable bags, 5,000
- Pet waste stations, 30
- Swedish fish with custom labeling, 2,500
- Hand sanitizer, 2,500

ACTION: None.

7. Staff Reports

Coastal Virginia Magazine

Draft editorial content and infographics were approved via email.

- Sales Update: The Sales Team did not meet expectations on selling ads to support the magazine. As a result, HRPDC staff, Cahoon & Cross, and Coastal Virginia Magazine agreed to a new format.
- The content will be reformatted to appear over the course of several editions of the main Coastal Virginia Magazine. A “magazine” made up of exclusively Green Magazine content would then be run so that committee members would still receive a booklet of the content to distribute (printing will be done at cost, but a cost would be associated with this option and paid for with the askHRgreen budget, not Committee funds).

Budget – The current budget was reviewed and approved. Budget planning discussions with the Stormwater Committee will likely begin in May for FY17-18.

ACTION: None.

Next Committee Meeting is scheduled for Friday, April 15, 2016 in Chesapeake.