

askHRgreen.org Stormwater Education Subcommittee
Friday, July 17
York Room at City Center, Newport News

In Attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Alacia Nixon, SU
Ivan Shelton, YC
Brian Bass, IW
Chrisi Murphy, PO
Sue Kriebel, VB

Fleta Jackson, NO
Paul Cuomo, JCC
Marjorie Jackson, ERP
Cris Ausink, HA
Kim Hummel, IW
Allison Watts, NN

The summary for the meeting is as follows:

1. Meeting Summary – The June meeting summary was approved.

2. Events and Promotions

Below are the upcoming events scheduled to date:

August 4 – National Night Out, Virginia Beach

September 12 – RiverFest, 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

Need volunteers to help staff this event.

ACTION: HRPDC staff will send out a request for volunteers.

3. Media

May 18-31: Pet Waste Media Campaign

- The Committee reviewed and discussed the pet waste media campaign report. HRPDC has the rights to reuse the “Real Neighborhood Hero” bonus spots produced by the radio station as added value.
- Committee members expressed interest in receiving campaign metrics by locality to verify reach for each city/county.

ACTION: HRPDC staff will request analytics by locality.

4. FY 16 Budget Breakdown

The Committee voted to suspend participation in the askHRgreen mini-grant program and storm drain medallion program for FY16.

- A regional storm drain medallion purchase will be facilitated by HRPDC. Localities are encouraged to take advantage of the bulk pricing for their local storm drain medallion needs.
- The mini-grant website will be updated to remove stormwater specific projects from the list of acceptable topics.

ACTION: HRPDC staff will facilitate an order of storm drain medallions and update the askHRgreen.org mini-grant webpage.

5. Bay Star Homes

The Committee discussed updates on the Bay Star Homes Program:

- BSH is now live on the askHRgreen.org site and signups are coming in. (available at BayStarHomes.org and <http://askhrgreen.org/bay-star-homes-program>)
- Database training and demo will occur at August committee meeting
- Program Administration:
 - A complete copy of the database is available to localities to use for tracking. However, HRPDC staff can also pull data on demand for localities that do not wish to maintain a local copy of the database.
 - Committee members would like to receive the import file weekly but email notifications as often as is reasonable (every 1-2 days depending on volume of signups received)
 - Jennifer Coleman, Administrative Assistant with HRPDC, will be responsible for managing distribution of notifications and import files to committee members.
 - Committee members are asked to make welcome packet, flags and poles available to residents who sign up.
- The Committee approved ordering 2,000 NCR forms for signups at local events. These will not be put on the trailer for general use.
- Flags and folders have arrived. New poles should arrive by the end of July.
- Promotions and Communication Strategy:
 - News release, July/August askHRgreen e-newsletter, social media
 - Future needs: a communication/outreach strategy for keeping residents engaged after they have signed up to be a Bay Star Home. Recommendations: quarterly e-newsletter
- Working with other local watershed restoration groups.
 - Other local watershed restoration groups may share their program participants with HRPDC for tracking purposes.
 - HRPDC may share BSH participant contact information with local watershed restoration groups but only if the citizen has given permission to do so.
 - HRPDC staff should work with database developer to determine best method for tracking whether someone participates in multiple “star” programs.

ACTION: HRPDC staff will notify committee members when poles arrive.

6. Promotional Items

The Committee agreed to purchase the following items:

- Storm Drain Medallions – Regional order only. Localities will be billed individually for the storm drain medallions they elect to purchase.
- Reusable Bags – 5,000
- Message Pens – 10,000
- Dog Waste Bag Holders – 2,500
- Pet Waste Stations – Up to 37, however it was recommended that HRPDC staff request matching funds from the Stormwater Technical Committee
- Reserve at least \$5,000 for printing needs

ACTION: HRPDC staff will coordinate promotional item orders.

7. Staff Reports

Keep Hampton Roads Beautiful Golf Tournament:

- All committee members are asked to secure ONE of the following items: sponsor, prize or foursome of golfers.
- Proceeds from the tournament will be divided equally amongst the four education committees and will increase the Stormwater Committee budget for FY16.
- The Golf Tournament Planning committee needs help collecting contact lists, sponsors golfers and prizes including municipal attractions.

BMP Fact Sheets

- The committee agreed that the only BMP fact sheet that was needed from the secondary list was rain barrels.

FY16 Media Planning & Retreat

- Fleta Jackson and Allison Watts represented the committee at a day long askHRgreen.org Retreat with HRPDC staff, Cahoon & Cross and Red Chalk Studios. The product of the retreat will be a 5 year marketing plan. Identified priorities included redesigning the website, making the site inspirational instead of a static resource, focusing on the human element, and targeting different audiences including schools and underserved populations.
- Marga Cahoon of Cahoon & Cross will attend August meeting to have an in-depth discussion regarding the recent research results and media priorities for FY16.
- Committee members should discuss within their localities the FY16 education, outreach and media priorities.

Next Committee Meeting: Friday, August 21, 2015 at the HRPDC office in Chesapeake.