

July 17, 2020

Memorandum #2020-84

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Water Awareness Subcommittee – July 23, 2020

The next meeting of the askHRgreen.org Water Awareness Subcommittee will be held on **Thursday, July 23, 2020 at 9:00 a.m.**

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the Subcommittee members, staff, and the general public, the askHRgreen.org Water Awareness Subcommittee meeting will be held electronically via Zoom. Participants can join the meeting using the following credentials:

To join by computer:

<https://us02web.zoom.us/j/86717128087?pwd=WE5FTzF4NS80Q3dUZlRCZno1YlB3dz09>

-or-

To join by phone: 1 929 205 6099

Meeting ID: 867 1712 8087

Password: 631880

In the event you are unable to attend, please let us know. Comments and suggestions based on this agenda package are welcome. The Agenda for the meeting is as follows:

1. Meeting Summary

The meeting summary from May is attached for review and approval.

Attachment 1

Action: Approve the meeting summary.

2. askHRgreen.org Event Schedule

The current listing of outreach events is as follows:

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	RiverFest	

**Need volunteers for this event.*

Action: Based on discussion.

3. **FY20 Media Campaigns**

The following media and promotional campaigns are planned for this fiscal year:

- Imagine a Day Without Water paid media campaign (October) – *existing creative*
- Fixing Leaks paid media campaign (March) – *existing creative*
- Value of Water paid media campaign (May 4-10) – *existing creative*
- askHRgreen social media branding campaign – *ongoing*

Action: Based on discussion.

4. **Imagine a Day Without Water**

October 21 is Imagine a Day Without Water 2020. The Committee should discuss plans to promote the event in conjunction with the planned paid media campaign. If we are to engage local breweries and coffee shops again, how do we encourage more virtual promotion? Promotional resources provided by the Value of Water Campaign are online here: <https://imagineadaywithoutwater.org/resources>

Action: Based on discussion.

5. **Printing & Promotional Items**

Recent purchases of water bottle stickers, seed bookmarks, and sky cloths are available for pickup. Committee members should make arrangements with HRPDC staff to pick up supplies as needed. The Committee should discuss any additional promotional or printing needs at this time.

Action: Based on discussion.

6. **Roundtable**

Committee members should provide any updates or news from their local programs and discuss ongoing messaging in response to the COVID-19 pandemic.

Action: Based on discussion.

7. Staff Reports

The current *FY21 budget* is attached for review.

Digital Marketing Report – The report for June is attached for review.

Attachment 7A, 7B

Action: Based on discussion.

Next Meeting: The next meeting is scheduled for Thursday, August 27, 2020.