

September 17, 2020

**Memorandum # 2020-111**

**TO: askHRgreen.org Water Awareness Subcommittee**

**BY: Katie Cullipher, Principal Environmental Education Planner**

**RE: askHRgreen.org: Water Awareness Subcommittee – September 24, 2020**

The next meeting of the askHRgreen.org Water Awareness Subcommittee will be held on **Thursday, September 24, 2020 at 9:30 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 WebEx. Participants can join the meeting using the following **updated** credentials:

Join by computer: <https://hrpdc-418.my.webex.com/hrpdc-418.my/j.php?MTID=mcd7ed6c9e265b7160d0ad09e615001cc>

-or

Join by phone: +1-415-655-0001 US Toll

Meeting Number / Access Code: 126 248 8096

Password: 6gCVpKJyx43 (64287559 from phones)

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 August is attached for review and approval.

Attachment 1

**Action:** Approve the meeting summary.

**2. askHRgreen.org Event Schedule**

3. The current listing of events is as follows.

9/17-9/20	Isle of Wight County Fair	Windsor
9/18 - 9/19	Great American Cleanup	Hampton Roads
10/3	<del>Virginia Beach Master Gardeners Fall Gardening Festival*</del>	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/11	<del>Suffolk Peanut Festival</del>	Suffolk
10/10	<del>Lynnhaven River Now Fall Festival*</del>	Virginia Beach
10/10	Litter & Recycling Expo	James City County
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	TBD

**Action:** Based on discussion.

4. **FY21 Media Campaigns**

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

- Imagine a Day Without Water paid media campaign (October) – *new creative*
  - The Committee will review a draft of the “love letter to essential workers” video and discuss this upcoming promotion.
- 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.

5. **Printing & Promotional Items**

Committee members should make arrangements with HRPDC staff to pick up supplies (water bottle stickers, seed bookmarks, skoy cloths, etc.) as needed. The Committee should discuss any additional promotional or printing needs at this time. HRPDC staff will purchase two Yeti wine tumblers for a Facebook giveaway during the IADWW promotion.

**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 August is attached for review.

Attachment 7A, 7B

**Action:** Based on discussion.

**Next Meeting:** The next meeting is scheduled for Thursday, October 22, 2020.