

September 14, 2020

MEMORANDUM #2020-109

TO: askHRgreen.org: Stormwater Education Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – September 18, 2020

The next meeting of the askHRgreen.org Stormwater Education Subcommittee is scheduled for **Friday, September 18, 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 Stormwater Education Subcommittee meeting will be held electronically via Zoom. Participants can join the meeting using the following credentials:

Join by Computer: <https://us02web.zoom.us/j/82625445096?pwd=OHpPZzdoN05Wb2crdVI4OE5hbHh2QT09>
-or-
Join by Phone: 1-929-205-6099

Meeting ID: 826 2544 5096
Passcode: 277890

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 Committee will review the August meeting summary for approval.

Attachment 1

Action: Approve summary

2. askHRgreen.org Outreach

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	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
10/10	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

3. FY21 Media Campaigns

The Committee will continue discussion of the FY21 media plan and will review campaign details from Red Chalk Studios:

- Fall 2020 - Leaves & Lawncare – using existing creative from FY20 – *tentatively scheduled for 9/28 - 10/4*
- Spring 2021 - Pet Waste – using existing creative from FY19 – *tentatively scheduled for 6/7 - 6/13*
- askHRgreen social media branding campaign – *ongoing*

Action: Based on discussion.

4. Regional Priorities for Stormwater Public Outreach

The Committee should continue discussing regional opportunities to satisfy Phase I and II outreach priorities. Lawn signs and microfiber towels have been delivered to partner locations. Confirmed car wash locations have been added to the website at www.askHRgreen.org/carwash.

Action: Based on discussion.

5. Bay Star Homes & Business Program

The Committee should discuss any updates or concerns with the regional program.

Action: Based on discussion.

6. Printing and Promotional Items

The Committee should discuss reordering the “Clean, Healthy Bay” brochure and “Hampton Roads is a Region Defined by Water” brochure.

Action: Based on discussion.

7. Chesapeake Bay Restoration Fund Grant

The attached grant application as discussed in August will be submitted prior to the September 25 deadline. The application requests funding for pet waste stations, rain barrel workshops, and fundraiser car wash kits.

Attachment 7

Action: Based on discussion.

8. Public Comment and Roundtable

Committee members should discuss any news or relevant information regarding their local programs.

Action: Based on discussion.

9. Staff Reports

Budget – The current FY21 budget is attached for review and discussion.

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

FY20 askHRgreen Annual Report – The final draft of the annual report is attached.

Attachment 9A, 9B, 9C

Action: Based on discussion.

Next Committee Meeting is scheduled for Friday, October 16, 2020.