

October 8, 2020

**MEMORANDUM #2020-124**

**TO: askHRgreen.org: Stormwater Education Subcommittee**

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

**RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – October 16, 2020**

The next meeting of the askHRgreen.org Stormwater Education Subcommittee is scheduled for **Friday, October 16, 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 Webex. Participants can join the meeting using the following credentials:

Join by Computer: <https://hrpdc-418.my.webex.com/hrpdc-418.my/j.php?MTID=m097dd461686c0d1b9469f9f4fb78500b>  
-or-

Join by Phone: 1-415-655-0001

Meeting ID: 126 920 8227

Passcode: scoopthepoop (72667843 from phones and video systems)

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 September meeting summary for approval.

Attachment 1

**Action:** Approve summary

**2. askHRgreen.org Outreach**

The current listing of events is as follows.

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	ERP RiverFest	TBD

**Action:** Based on discussion

**3. FY21 Media Campaigns**

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

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

Attachment 3

**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. The “Thank You for Washing Wisely” promotion is up and running. Committee members should continue discussing recruitment efforts for partner locations. Confirmed car wash locations to date have been added to the website at [www.askHRgreen.org/carwash](http://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 will review edits to the Clean, Healthy Bay brochure and discuss order quantity.

Attachment 6

**Action:** Approve edits and order quantity.

**7. Public Comment and Roundtable**

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

**Action:** Based on discussion.

**8. Staff Reports**

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

*Digital Marketing Report* – The September report is attached for review.

Attachment 8A, 8B

**Action:** Based on discussion.

**Next Committee Meeting** is scheduled for Friday, November 20, 2020.