

August 24, 2020

MEMORANDUM #2020-99

TO: askHRgreen.org: Stormwater Education Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – August 28, 2020

The next meeting of the askHRgreen.org Stormwater Education Subcommittee is scheduled for **Friday, August 28, 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/82933030505?pwd=cmUyQjhFT0JjL2poUDhGWHN1UjNxQT09>
-or-

Join by Phone: 1-929-205-6099

Meeting ID: 829 3303 0505

Passcode: 127702

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 July meeting summary for approval.

Attachment 1

Action: Approve summary

2. askHRgreen.org Outreach

The current listing of 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	TBD

*Volunteers will be needed to support attending this event.

Action: Based on discussion

3. FY21 Media Campaigns

The Committee will discuss the FY21 media plan:

- 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. Sidewalk Decal Promotion

Virginia Beach and Norfolk may provide an update on their plans to implement a modified version of the sidewalk decal campaign for September in conjunction with the International Coastal Cleanup. The full “Every Day We Love the Bay” regional sidewalk decal campaign has been moved to the spring in conjunction with Clean the Bay Day 2021 in June.

Action: Based on discussion

5. Regional Priorities for Stormwater Public Outreach

The Committee should continue discussing regional opportunities to satisfy Phase I and II outreach priorities. The Committee will continue discussing recruitment of local commercial car wash establishments as well as outreach to cleaning companies. The lawn signs and microfiber towels are ready for distribution to participating car washes.

Action: Based on discussion.

6. Bay Star Homes & Business Program

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

Action: Based on discussion.

7. Printing and Promotional Items

The Committee should discuss any printing or promotional item needs at this time, including reordering the “Clean, Healthy Bay” brochure and “Hampton Roads is a Region Defined by Water” brochure, available for review at the link below:

<https://askhrgreen.org/wp-content/uploads/2018/03/askHRgreen-ValueOfWater-brochure.pdf>

Action: Based on discussion.

8. Chesapeake Bay Restoration Fund Grant

HRPDC staff will submit the FY19-FY20 grant summary report by the August 31 extension deadline. The Committee should discuss applying for FY21-22 funds by the September 24 deadline. The FY21 application requesting funding for pet waste stations, rain barrel workshops, and fundraiser car wash kits is attached for review.

Attachment 8

Action: Based on discussion.

9. Public Comment and Roundtable

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

Action: Based on discussion.

10. Staff Reports

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

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

FY20 askHRgreen Annual Report – HRPDC staff will provide an update on the status of the annual report.

Attachment 10A, 10B

Action: Based on discussion.

Next Committee Meeting is scheduled for Friday, September 18, 2020.