

March 9, 2017

**MEMORANDUM #2017-29**

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

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

**RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – March 17, 2017**

The next meeting of the askHRgreen.org Stormwater Education Subcommittee will be held on Friday, **March 17, 2017** at **9:30 a.m.** in the **Warwick Room** at **Newport News City Center** located at **700 Town Center Dr., Newport News, VA 23606**.

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 February meeting summary for approval.

**Action:** Approve summary.

**2. askHRgreen.org Events**

March 11 – Community Association Day, Virginia Beach

March 11-12 – Virginia Aquarium Trash Bash, Virginia Beach

March 25-26 – Williamsburg Home Show

April 2 – Wings & Things Spring Fling @ Hoffer Creek, Portsmouth

April 20 – TCC Cares Earth Day Event, Chesapeake

April 22 – Virginia Living Museum Earth Day Event, Newport News

April 28 – JBB Elementary School Spring Event, Williamsburg

May 6 – Norfolk Utilities Employee Appreciation Event

May 10 – Virginia Beach Public Utilities Public Service Week & DWW Celebration

May 25 – Sensible Seafood Festival, Virginia Beach

June 8 – NASA Langley Safety & Health Expo, Hampton

June 24 – Olden Days, Smithfield

September 30 – James River Fest, Williamsburg

October 5-8 – Peanut Festival, Suffolk

**Action:** Based on discussion.

**3. Media & Promotions**

*Spring Media Campaign* - The Committee should review the spring lawncare radio & online media plan scheduled to run for two weeks April 3-16.

*Rainy Day Sidewalk Messaging Campaign* – The Committee should continue discussing execution of the sidewalk campaign.

Attachment 3

**Action:** Based on discussion.

#### **4. Bay Star Homes**

The Committee should discuss any issues or concerns with the BSH program and discuss total signups in each locality to date.

**Action:** Based on discussion.

#### **5. Grants**

The Committee should continue working on the project requirements of the 2016 Chesapeake Bay Restoration Fund grant. \$10,000 in funding was awarded to address:

- Workshops - At least two to be held in the spring on the peninsula and southside in partnership with groups such as the master gardeners.
  - Hampton & Suffolk workshops
  - Norfolk tree workshop in Fall 2016
- Pet Waste Stations – 35 were purchased.
- Soil Testing Giveaway – Only seven samples have been returned.
- Bay Star Homes Flags – 1600 were purchased.
- Bay Star Homes Folders – 2500 were purchased.
- Chesapeake Bay Restoration Fund Grant 2017 – \$11,100 approved.

**Action:** Based on discussion.

#### **6. Promotional Items**

The goldfish packets are now available for pickup from the HRPDC office. If you have not picked up your other items, please make arrangements to do so. Attached is the updated distribution worksheet.

Attachment 6

**Action:** Arrange to pick up promo items from HRPDC.

- 7. askHRgreen.org Website Redesign Project** – The Committee should discuss what information should live in the locality sections of the website and their picks for the top six “tips” to be included in the new site. Attached are some sample tip cards that were previously developed for reference. The Committee is reminded that content is ready for review and editing before migration over to the new website and must be completed by March 24.

Attachment 7A, 7B

**Action:** Based on discussion.

#### **8. Staff Reports**

*Budget* – The current FY17 budget is attached for review along with recent Cahoon & Cross invoices.

Attachments 7A, 7B

**Action:** Based on discussion.

**Next Committee Meeting** is scheduled for Friday, March 17, 2017 at a location on the peninsula.

KC/sl

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

Chris Ausink, HA	Ron Owens, GL
Debbie Blanton, HA	Russell Pace, FR
Sherry Coffey, PQ	Scott Rae, GL
Paul Cuomo, JC	Jo Anna Ripley, JC
Jamie Durden, SU	Ellen Roberts P.E., PQ
Suzanne Dyba, JC	Tammy Rojek, WM
Sherry Earley, SU	Erin Rountree, SU
Amy Green, YK	Rhonda L. Russell AICP, SY
Wayne Griffin, SM	Gina D. Shaw, NO
Kim Hummel, IW	Ivan Shelton, YK
Fleta Jackson, NO	Aaron Small, WM
Donald Jennings, IW	Bob Speechley, PQ
Julien W. Johnson Jr., SH	Michael Stallings, WINDSOR
David Keeling, SU	Christina VanLear, PO
Youssef Khalil, PO	Elizabeth Vaughn, CH
Sue Kriebel, VB	Beverly Walkup, IW
David Kuzma, NN	Allison Watts, NN
Melissa Lindgren P.E., IW	June Whitehurst, NO
Casey Magruder, NO	James Wright, PO

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

Jameson Brunkow, JRA	Helen Kuhns, Hoffer Creek
Sara Felker, Elizabeth River	Pam Northam, LRN
Emily Bodsford Hatfield, LRN	Amy Robins, DEQ
Barbara Gavin, Elizabeth River	May Sligh, DCR
Noah Hill, DEQ	Elizabeth Taraski