

May 10, 2019

**MEMORANDUM #2019-81**

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

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

**RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – May 17, 2019**

The next meeting of the askHRgreen.org Stormwater Education Subcommittee will be held on Friday, **May 17, 2019 at 9:30 a.m.** at the **VA Peninsula Health Center in Conference Room #4 (2nd Floor)** located at **416 J Clyde Morris Blvd, Newport News, VA.**

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 April meeting summary for approval.

Attachment 1

**Action:** Approve summary.

**2. askHRgreen.org Outreach**

The current listing of events is as follows:

5/16	Sensible Seafood Fest	Virginia Beach
5/18	<i>Family Day at Newport News Shipyard</i>	<i>Newport News</i>
5/23	City of Virginia Beach Public Works Employee Picnic	Virginia Beach
5/31	CARE and Wellness day	Chesapeake
6/2	Colonial Coast Girl Scout World Environment Day	Chesapeake
6/6	NASA Langley Safety & Health Expo	Hampton
6/23	Elizabeth River Fest	Virginia Beach
6/28	TGIF Summer Concert Series	Suffolk
8/9	TGIF Summer Concert Series	Suffolk
9/28	Bow Creek Block Party	Virginia Beach
10/10 - 10/13	Peanut Festival	Suffolk
10/12	Lynnhaven River Now Fall Festival	Virginia Beach

**Action:** Based on discussion.

**3. Media & Promotions**

The Committee will discuss the following media and promotional campaigns:

- What do you know about storm drains? – *one week online video campaign scheduled for June 17-23*
- Pet Waste - *new two week campaign slated for June 3-16 (creative was sent via email for review)*
- askHRgreen social media branding campaign - *ongoing*

**4. Regional Priorities for Stormwater Public Outreach**

The Committee should continue discussing regional opportunities to satisfy Phase I and II outreach priorities. The Committee will review updates to the existing car wash fundraiser rack card and review draft content for a new illicit discharge rack card for cleaning companies.

**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. Grants**

The Committee should continue discussing the CBRF grant for pet waste stations and rain barrel workshops. The final narrative for the FY19 grant is due by the end of June and new FY20 grant funds (\$3,000) will be available July 1.

**Action:** Based on discussion.

**7. Printing & Promotional Items**

The Committee should discuss any promotional item needs for FY20. Items previously discussed include: reusable bags, pet waste stations, storm drain medallions, floating keychains, Clean Healthy Bay brochures, sunglasses/straps.

**Action:** Based on discussion.

**8. Roundtable**

Committee members should discuss any news or relevant information regarding their local programs. HRPDC staff will provide updates on other relevant askHRgreen Committee initiatives.

**Action:** Based on discussion.

**9. Staff Reports**

*BUBBA AWARD* – HRPDC staff will provide an update on the Chesapeake Stormwater Network Best Urban BMP in the Bay award.

*Budget* – The current FY19 budget is attached for review.

*Digital Marketing Report* – HRDPC staff will review the monthly digital marketing report (attached).

Attachments 8A, 8B

**Action:** Based on discussion.

**Next Committee Meeting** is scheduled for Friday, June 21, 2019 in Chesapeake.