

June 18, 2019

**MEMORANDUM #2019-101**

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

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

**RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – June 21, 2019**

The next meeting of the askHRgreen.org Stormwater Education Subcommittee will be held on Friday, **June 21, 2019 at 9:30 a.m.** in **Board Room A** at the **HRPDC Office** located at **723 Woodlake Drive, Chesapeake, VA 23320.**

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 May meeting summary for approval.

Attachment 1

**Action:** Approve summary.

**2. askHRgreen.org Outreach**

The current listing of events is as follows:

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
10/5	<i>Autumn Fest/Arbor Day Celebration*</i>	<i>Chesapeake</i>
10/10 - 10/13	Peanut Festival	Suffolk
10/12	Lynnhaven River Now Fall Festival	Virginia Beach

*\*Need volunteers for this event.*

**Action:** Based on discussion.

**3. Media & Promotions**

The Committee will discuss the following media and promotional campaigns:

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

**4. FY 2020 Planning Session**

The Committee should discuss strategies, priorities, goals, and budget allocations for the coming fiscal year.

**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 review updates to the existing car wash fundraiser rack card and review draft content for a new illicit discharge rack card for cleaning companies.

Attachment 5

**Action:** Based on discussion.

**6. Bay Star Homes & Business Program**

The Committee should discuss any updates or concerns with the regional program. The spring BSH newsletter was sent out in May and is attached for reference.

Attachment 6

**Action:** Based on discussion.

**7. Grants**

The final narrative for the FY19 grant is due by July 1 and new FY20 grant funds (\$3,000) have been received for pet waste stations and rain barrel workshops.

**Action:** Based on discussion.

**8. 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.

Attachment 8

**Action:** Based on discussion.

**9. 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.

**10. Staff Reports**

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

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

Attachments 10A, 10B

**Action:** Based on discussion.

**Next Committee Meeting** is scheduled for Friday, July 19, 2019 in Newport News.