

January 16, 2020

Memorandum #2020-10

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Water Awareness Subcommittee – January 23, 2020

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, January 23, 2020 at 9:30 a.m.** in **Conference Room D/E** at the HRPDC office located at 723 Woodlake Drive, Chesapeake, VA 23320. Comments and suggestions based on this agenda package are welcome.

The agenda for the meeting is as follows:

1. Meeting Summary

The meeting summary for December is attached for review and approval.

Attachment 1

Action: Approve the meeting summary.

2. askHRgreen.org Event Schedule

The current listing of outreach events is as follows:

1/25	Jam'n Jamz	Norfolk
2/8 - 2/9	Hampton Roads Home Show*	Hampton
3/7 - 3/8	Mid Atlantic Home & Outdoor Living Show*	Virginia Beach
3/27 - 3/28	Great American Cleanup*	Hampton Roads
4/4 - 4/5	Daffodil Festival	Gloucester
4/11	Go Green Market	Yorktown
4/18	Virginia Living Museum Earth Day Festival	Newport News
4/22	Poquoson Earth Day	Poquoson
TBD	Newport News Ship Building Health and Safety Expo	Newport News

**Need volunteers for this event.*

Action: Based on discussion.

3. **FY20 Media Campaigns & Promotions**

The following media and promotional campaigns are planned for this fiscal year:

- Fall Imagine a Day Without Water paid media campaign (October) – *Completed*
- Spring Fixing Leaks paid media campaign (March) – using existing video/radio/digital creative
- Spring Value of Water paid media campaign (May) – using existing video/radio/digital creative
- askHRgreen social media branding campaign – *ongoing*

Action: Based on discussion.

4. **Printing & Promotional Items**

The Committee will review quotes for the following items: stickers, sponges, seed bookmarks, and bamboo cleaning cloths. The Committee will also review sample creative designs for sticker artwork.

Attachment 4

Action: Based on discussion.

5. **Roundtable**

Committee members should discuss any updates or news from their local programs.

Action: Based on discussion.

6. **Staff Reports**

H2O Rebranding Update – HRPDC staff will provide an update related to promotion of the new shareh2o.org website and the \$20 for 20 fundraising campaign.

The current **FY20 budget** is attached for review. The **Monthly Digital Marketing Report** is also attached for review.

Attachment 6A, 6B

Action: Based on discussion.

Next Meeting: The next meeting is scheduled for Thursday, February 27, 2020 at the HRPDC office.