

February 21, 2020

**Memorandum #2020-30**

**TO: askHRgreen.org Water Awareness Subcommittee**

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

**RE: askHRgreen.org: Water Awareness Subcommittee – February 27, 2020**

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, February 27, 2020** at **9:30 a.m.** in **Conference Room A** 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 January 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:

3/7 - 3/8	Mid Atlantic Home & Outdoor Living Show	Virginia Beach
3/14	SEVA CAI Community Association Day	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
4/21	TCC Cares Earth Day	Chesapeake
4/22	Poquoson Earth Day	Poquoson
4/22	Great Bridge High School Earth Day One Lunch	Chesapeake
4/22	NSA Hampton Roads Headquarters Earth Day event	Norfolk

4/23	NSA Portsmouth Earth Day Event	Portsmouth
4/25	Paradise Creek Earth & Arbor Day	Portsmouth
4/25	Spring Fling	Hampton
5/7	Sensible Seafood Fest	Virginia Beach
6/13	RiverFest*	Chesapeake
10/3	Virginia Beach Master Gardeners Fall Gardening Festival	Virginia Beach
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach

*\*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 23-29) – using existing video/radio/digital creative. *Attached is the media plan for that campaign – note the added value promotion opportunities.*
- Spring Value of Water paid media campaign (May) – using existing video/radio/digital creative
- askHRgreen social media branding campaign – *ongoing*

Attachment 3

**Action:** Based on discussion.

### 4. **Printing & Promotional Items**

The Committee will review revised artwork for water bottle stickers and review updated information on sky cloth alternatives.

**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 on the branding effort.

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, March 26, 2020 at the HRPDC office.