

April 23, 2019

Memorandum #2019-67

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Water Awareness Subcommittee – April 25, 2019

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, April 25, 2019** at **9:30 a.m.** in **Board Room A, The Regional Building, 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 March is attached for review and approval.

Attachment 1

Action: Approve the meeting summary.

2. askHRgreen.org Event Schedule

The artwork for the trailer wrap is ready to be finalized with minor edits. The current event schedule is as follows:

4/27	Celebrate the Park	Newport News
4/27	Community Empowerment Day	Newport News
4/28	Stand Up Rally and Expo	Williamsburg
5/3-5/4	Team Up 2 Clean Up - Great American Cleanup Events	All of Hampton Roads
5/8	City of Virginia Beach Public Utilities Employee Picnic	Virginia Beach
5/11	Virginia Landscapes Exhibition at the Peninsula Fine Arts Center	Newport News
5/16	Sensible Seafood Fest	Virginia Beach
5/18	Family Day at Newport News Shipyard*	Newport News
5/23	City of Virginia Beach Public Works Employee Picnic	Virginia Beach
5/31	CARE and Wellness day	Chesapeake
6/23	Elizabeth River Fest*	Virginia Beach
9/28	Bow Creek Block Party	Virginia Beach
10/10 - 10/13	Peanut Festival	Suffolk
10/12	Lynnhaven River Now Fall Festival*	Virginia Beach

**Need volunteers for this event.*

Attachment 2

Action: Based on discussion.

3. Media & Promotions

The current FY19 media plan is outlined below for the Committee's review.

- Imagine a Day Without Water (Oct. 8-14) – *complete*
- Fix a Leak Week (March 18-24) – leak detection video plus new radio and digital- *complete*
- Value of Water (May 5-11) – “water is life” video plus new radio/digital
- askHRgreen social media branding campaign - ongoing

Action: Based on discussion.

4. Printing & Promotional Items

The new leak detection brochures and reusable straws have arrived and are available for pickup.

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

Budget – The current FY19 budget is attached.

Digital Marketing Report – HRPDC staff will provide an overview of the digital marketing report for March.

Attachment 6A, 6B

Action: Based on discussion.

Next Meeting: The next meeting is scheduled for Thursday, April 25, 2019 at the HRPDC office in Chesapeake.