

May 21, 2019

**Memorandum #2019-86**

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

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

**RE: askHRgreen.org: Water Awareness Subcommittee – May 23, 2019**

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, May 23, 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 April is attached for review and approval.

Attachment 1

**Action:** Approve the meeting summary.

**2. askHRgreen.org Event Schedule**

HRPDC staff will provide an update on the trailer repairs and new wrap installation. The final artwork for the wrap is attached. The current event schedule is as follows:

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

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 - *complete*
- askHRgreen social media branding campaign - ongoing

**Action:** Based on discussion.

**4. Printing & Promotional Items**

The Committee should discuss order quantities for reusable bags (to be purchased in July) and coffee sleeves and coasters for the fall “Imagine a Day Without Water” promotion.

**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 April.

Attachment 6A, 6B

**Action:** Based on discussion.

**Next Meeting:** The next meeting is scheduled for Thursday, June 27, 2019 at the HRPDC office in Chesapeake.