

July 23, 2019

Memorandum #2019-117

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

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

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, June 25, 2019** at **9:30 a.m.** in **Conference Room D/E, 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 June 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 askHRgreen trailer. The current listing of events is as follows:

8/9	TGIF Summer Concert Series	Suffolk
9/12	Isle of Wight County Fair	Windsor
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. **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) – using new creative
- 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. **Imagine a Day Without Water**

Imagine a Day Without Water 2019 is October 23. The Committee should discuss promoting this campaign to area businesses and determine order quantities for coasters, coffee sleeves, and any other special giveaway items. HRPDC staff will provide quotes for review and consideration.

Action: Determine order quantities for promotional materials.

5. **Printing & Promotional Items**

The following promotional items are currently on order: 2,500 collapsible silicone travel cups, 9,000 reusable bags, and 5,000 seed bookmarks. The Stormwater Education Committee is considering another purchase of black-eyed Susan seeds so there is an opportunity for a joint purchase, if desired. The Committee should discuss any additional print or promotional item needs at this time.

Action: Based on discussion.

6. **Roundtable**

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

Action: Based on discussion.

7. **Staff Reports**

Budget – The final FY19 and current FY20 budget is attached for review and discussion.

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

Attachment 7A, 7B, 7C

Action: Based on discussion.

Next Meeting: The next meeting is scheduled for Thursday, August 22, 2019 at the HRPDC office in Chesapeake.