

August 21, 2019

Memorandum #2019-128

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Water Awareness Subcommittee – August 29, 2019

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, August 29, 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 July 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:

9/12	Isle of Wight County Fair	Windsor
9/14	Community Engagement Event @ VB Sportsplex	Virginia Beach
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
10/21-10/24	Newport News Ship Building Health and Safety Expo	Newport News
2/8 - 2/9	Hampton Roads Home Show*	Hampton
4/4 - 4/5	Daffodil Festival	Gloucester

**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)
 - Review creative concepts from Red Chalk Studios
- 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*

Attachment 3

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, review quotes for special giveaway items, and review the new online form for collecting sign ups. Coasters and coffee sleeves will be available for pickup.

Attachment 4A, 4B

Action: Based on discussion.

5. **Printing & Promotional Items**

The following promotional items are currently on order: 2,500 collapsible silicone travel cups and 9,000 reusable bags. The Committee should discuss any additional promotional item they may need.

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 current FY20 budget is attached for review and discussion.

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

Attachment 7A, 7B

Action: Based on discussion.

Next Meeting: The next meeting is scheduled for Thursday, September 26, 2019 at the HRPDC office in Chesapeake.