

October 21, 2019

Memorandum #2019-155

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Water Awareness Subcommittee – October 24, 2019

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, October 24, 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 September is attached for review and approval.

Attachment 1

Action: Approve the meeting summary.

2. askHRgreen.org Event Schedule

The current listing of events is as follows:

| | | |
|-------------|---|----------------|
| 10/24 | Public Works Fall Picnic | Virginia Beach |
| 11/12 | Anthem Eco Fair | Virginia Beach |
| 11/14 | Anthem Eco Fair | Norfolk |
| 1/14 - 1/16 | Mid Atlantic Horticulture Short Course* | Norfolk |
| 2/8 - 2/9 | Hampton Roads Home Show* | Hampton |
| 3/7 - 3/8 | Mid Atlantic Home & Outdoor Living Show* | Virginia Beach |
| 4/4 - 4/5 | Daffodil Festival | Gloucester |
| 4/27 | Virginia Living Museum Earth Day Festival | Newport News |
| TBD | Newport News Ship Building Health and Safety Expo | Newport News |

**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)
- 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**

The Committee should discuss the success of this year's campaign. As of the date of this agenda, 25 local coffee shops and breweries had signed up to participate in the promotion. Below is the link to the Google tracking document:

https://docs.google.com/spreadsheets/d/1Jn56jS2ZjX_Aymb70KfaRCcPbGSn58o_EacNyKz30l0/edit#gid=2103295868

Action: Based on discussion.

5. **Printing & Promotional Items**

The reusable bags have arrived and are available for pickup as needed. The Committee should discuss any additional printing or promotional item needs they may have.

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**

H2O Rebranding Update – HRPDC staff will provide an update on next steps for promotion of the new website and \$20 for 20 fall fundraising campaign.

Budget – The current FY20 budget is attached for review.

Attachment 7

Action: Based on discussion.

Next Meeting: The next two meetings are scheduled to fall on Thanksgiving and the day after Christmas. The Committee should discuss an alternate meeting date in early December.