

June 17, 2020

**MEMORANDUM #2020-72**

**TO: askHRgreen.org: Stormwater Education Subcommittee**

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

**RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – June 26, 2020**

The meeting of the askHRgreen.org Stormwater Education Subcommittee has been rescheduled for **Friday, June 26, 2020 at 10:00 a.m.** and will be held **via Zoom**. Participants can join the meeting using the following credentials:

Join by Computer: <https://us02web.zoom.us/j/85151576882?pwd=eGoxOUNNbnpXN21NcXR4S2dsNjQyUT09>

-or-

Join by Phone: +1 929 205 6099

Meeting ID: 851 5157 6882

Password: 504895

In the event you are unable to attend, please let us know. Comments and suggestions based on this agenda package are welcome. The Agenda for the meeting is as follows:

**1. Meeting Summary**

The Committee will review the May meeting summary for approval.

Attachment 1

**Action:** Approve summary.

**2. askHRgreen.org Outreach**

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
TBD	SEVA CAI Community Association Day	Virginia Beach

*\*Volunteers will be needed to support attending this event.*

**Action:** Based on discussion.

**3. FY20 Media & Promotions**

The Committee will discuss the following planned media and promotional campaigns:

- Fall Leaves & Lawn Care (mulch mowing) new paid media campaign Oct 7-13
- Spring campaign Pet Waste paid media campaign – paid media campaign June 1-7 using existing “poo-em” creative. - *completed*
- askHRgreen social media branding campaign – *ongoing*
- Sidewalk art campaign – PR campaign, no paid media – *The Committee should continue discussing plans for a September launch in conjunction with the International Coastal Cleanup initiative.*

Attachment 3A, 3B

**Action:** Based on discussion.

**4. Regional Priorities for Stormwater Public Outreach**

The Committee should continue discussing regional opportunities to satisfy Phase I and II outreach priorities. The Committee will continue discussing outreach to local commercial car wash establishments, including businesses to target in each of their localities. Attached are quotes for the promotional items discussed: hand sanitizer and microfiber cleaning cloths.

Attachment 4

**Action:** Based on discussion.

**5. Bay Star Homes & Business Program**

The Committee should discuss any updates or concerns with the regional program.

**Action:** Based on discussion.

**6. Grants**

Chesapeake Bay Restoration Fund Grant – The deadline for submitting the grant summary has been extended to August 31, 2020 to allow additional time to coordinate rain barrel workshops/DIY rain barrel kits in Hampton and Suffolk. These were originally planned for April, but postponed due to COVID-19.

Pet Waste Station Grant Program – The Committee should discuss current pet waste station inventory levels and a regional purchase for FY21.

**Action:** Based on discussion.

**7. Public Comment and Roundtable**

Committee members should discuss any news or relevant information regarding their local programs.

**Action:** Based on discussion.

**8. Staff Reports**

*Budget* – The current FY20 budget and draft FY21 budget is attached for review and discussion.

Attachment 8A, 8B

**Action:** Based on discussion.

**Next Committee Meeting** is scheduled for Friday, July 17, 2020, location TBD.