

February 14, 2020

MEMORANDUM #2020-27

TO: askHRgreen.org: Stormwater Education Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – February 21, 2020

The next meeting of the askHRgreen.org Stormwater Education Subcommittee will be held on **Friday, February 21, 2020 at 9:30 a.m.** in **Board Room A** of the **HRPDC Office** located at **723 Woodlake Drive, Chesapeake, VA 23320.**

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 January meeting summary for approval.

Attachment 1

Action: Approve summary.

2. askHRgreen.org Outreach

The current listing of outreach events is as follows:

3/7 - 3/8	Mid Atlantic Home & Outdoor Living Show	Virginia Beach
3/14	SEVA CAI Community Association Day	Virginia Beach
3/27 - 3/28	Great American Cleanup*	Hampton Roads
4/4 - 4/5	Daffodil Festival	Gloucester
4/11	Go Green Market	Yorktown
4/18	Virginia Living Museum Earth Day Festival	Newport News
4/21	TCC Cares Earth Day	Chesapeake
4/22	Poquoson Earth Day	Poquoson
4/25	Paradise Creek Earth & Arbor Day	Portsmouth
4/25	Spring Fling	Hampton
6/13	RiverFest*	
10/3	Virginia Beach Master Gardeners Fall Gardening Festival	Virginia Beach

**Need volunteers for 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.
- askHRgreen social media branding campaign – *ongoing*
- Sidewalk art campaign – PR campaign, no paid media – *The Committee should continue discussing the strategy and messaging for utilizing vinyl decals for this promotional campaign. Attached are the final designs, individualized for each locality. Committee members should come prepared to discuss potential placement in each jurisdiction.*

Attachment 3

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.

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

The Committee should continue discussing the FY20 Chesapeake Bay Restoration Fund grant received (\$3,000) for pet waste stations and rain barrel workshops.

Action: Based on discussion.

7. Printing & Promotional Items

The Committee will review updates made to the “Clean Healthy Bay” brochure content based on the discussion in January.

Action: Approve final brochure content to be sent to printer.

8. Roundtable

Committee members should discuss any news or relevant information regarding their local programs. HRPDC staff will provide updates on other relevant askHRgreen Committee initiatives, like the 50th Anniversary of Earth Day.

Attachment 8

Action: Based on discussion.

9. Staff Reports

Budget – The current FY20 budget is attached for review.

Digital Marketing Report – The Committee will review the digital marketing report for the month of January.

Attachment 9A, 9B

Action: Based on discussion.

Next Committee Meeting is scheduled for Friday, March 20, 2020 in Newport News.