

April 12, 2019

MEMORANDUM #2019-64

TO: askHRgreen.org: Stormwater Education Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Stormwater Education Subcommittee Meeting - April 19, 2019

The next meeting of the askHRgreen.org Stormwater Education Subcommittee will be held on Friday, **April 19, 2019 at 9:30 a.m.** in **Board Room A** at the **HRPDC Office** located at **723 Woodlake Drive, Chesapeake, VA.**

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 March meeting summary for approval.

Attachment 1

Action: Approve summary.

2. askHRgreen.org Community/Trailer Events

The Committee will review revised artwork for the new trailer wrap. The current event schedule is as follows:

4/14	Wings & Things Spring Fling	Portsmouth
4/18	Norfolk Naval Shipyard Earth Day Fair	Norfolk
4/20	Virginia Living Museum Earth Day	Newport News
4/22	TCC Cares	Chesapeake
4/23	VA AWWA 30th Annual Water Distribution Seminar and Utility Rodeo	Norfolk
4/27	Celebrate the Park	Newport News
4/27	Community Empowerment Day	Newport News
4/28	Stand Up Rally and Expo	Williamsburg
5/3-5/4	Team Up 2 Clean Up - Great American Cleanup	All of Hampton Roads
5/8	City of Virginia Beach Public Utilities Employee Picnic	Virginia Beach
5/11	Virginia Landscapes Exhibition at the Peninsula Fine Arts Center	Newport News
5/16	Sensible Seafood Fest	Virginia Beach

5/23	City of Virginia Beach Public Works Employee Picnic	Virginia Beach
5/31	CARE and Wellness day	Chesapeake
6/23	Elizabeth River Fest*	Virginia Beach
9/28	Bow Creek Block Party	Virginia Beach
10/10 - 10/13	Peanut Festival	Suffolk
10/12	Lynnhaven River Now Fall Festival*	Virginia Beach

**Need volunteers to help staff this event.*

Attachment 2

Action: Based on discussion.

3. Media & Promotions

The Committee will discuss the following media and promotional campaigns:

- What do you know about storm drains? – *one week online video campaign scheduled for June 17-23*
- Pet Waste - *new two week campaign slated for June 3-16*
- askHRgreen social media branding campaign - *ongoing*

4. Regional Priorities for Stormwater Public Outreach

The Committee should review the attached list of regional priorities and discuss any new initiatives of interest. Recent outreach efforts have included developing industry-specific rack cards (targeting landscaping, auto & pet companies) and a mailing to local landscaping companies.

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

The Committee should continue discussing the CBRF grant for pet waste stations and rain barrel workshops. The final workshops will be held April 20 in Suffolk and James City County.

Action: Based on discussion.

7. Printing & Promotional Items

The Committee order of 10,000 mood pencils has arrived. The Committee should discuss any additional promotion item needs for FY20 as most of the FY19 funds have been exhausted.

Action: Based on discussion.

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.

Action: Based on discussion.

9. Staff Reports

Budget – The current FY19 budget is attached for review.

Digital Marketing Report – HRDPC staff will review the monthly digital marketing report (attached).

Attachment 9A, 9B

Action: Based on discussion.

Next Committee Meeting is scheduled for Friday, May 17, 2019 in Newport News.