

August 12, 2019

MEMORANDUM #2019-123

TO: askHRgreen.org: Stormwater Education Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – August 16, 2019

The next meeting of the askHRgreen.org Stormwater Education Subcommittee will be held on Friday, **August 16, 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 July meeting summary for approval.

Attachment 1

Action: Approve summary.

2. askHRgreen.org Outreach

The current listing of events is as follows.

8/9	TGIF Summer Concert Series	Suffolk
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

**Volunteers 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) paid media campaign – *new creative. Two versions are attached for the Committee’s review and discussion.*
- Spring campaign Pet Waste paid media campaign - *using existing creative*
- Sidewalk art campaign/competition – PR campaign, no paid media
- askHRgreen social media branding campaign - *ongoing*

Attachment 3A, 3B

Action: Choose creative direction for fall media campaign.

4. Regional Priorities for Stormwater Public Outreach

The Committee should continue discussing regional opportunities to satisfy Phase I and II outreach priorities. Topics to discuss include outreach to commercial car washes and literature for addressing nuisance geese.

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 grant funds received (\$3,000) for pet waste stations and rain barrel workshops.

Action: Based on discussion.

7. Printing & Promotional Items

The Committee should discuss any promotional item needs for FY20. Items currently on order include reusable bags, pet waste stations, dog waste bag holders, and black eyed Susan seed packets.

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 budget is attached for review and discussion.

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

Attachments 9A, 9B

Action: Based on discussion.

Next Committee Meeting is scheduled for Friday, September 20, 2019 in Newport News.