

September 11, 2019

**MEMORANDUM #2019-138**

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

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

**RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – September 20, 2019**

The next meeting of the askHRgreen.org Stormwater Education Subcommittee will be held on Friday, **September 20, 2019 at 9:30 a.m.** at the **HRPDC Office in Board Room A** 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 August meeting summary for approval.

Attachment 1

**Action:** Approve summary.

**2. askHRgreen.org Outreach**

The current listing of events is as follows.

9/12	Isle of Wight County Fair	Windsor
9/14	Community Engagement Event @ VB Sportsplex	Virginia Beach
9/19	Third Thursdays Live at City Center	Newport News
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
11/9	<i>Holding date for Dawn</i>	
2/8 - 2/9	<i>Hampton Roads Home Show*</i>	Hampton
3/7 - 3/8	<i>Mid Atlantic Home &amp; Outdoor Living Show*</i>	Virginia Beach
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 Oct 7-13 – *new creative. The media campaign summary and revised creative are attached.*
- Spring campaign Pet Waste paid media campaign - *using existing creative*
- Sidewalk art campaign/competition – PR campaign, no paid media – *The Committee should discuss a strategy and messaging for utilizing vinyl decals for this promotional campaign.*
- askHRgreen social media branding campaign - *ongoing*

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. Topics to discuss include outreach to commercial car washes and literature for addressing nuisance geese. The Committee will review draft creative for each initiative and should come prepared to discuss local car wash businesses to target in their localities.

**Action:** Based on discussion.

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

The Committee should discuss any updates or concerns with the regional program and topics to be included in a fall BSH newsletter.

**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 and black eyed Susan seed packets. Items previously ordered and now available for pickup include pet waste stations and dog waste bag holders,

**Action:** Committee members should make arrangements to pick up materials.

**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 FY20 budget is attached for review.

*Digital Marketing Report* – HRPDC staff will provide an overview of August’s digital marketing report.

*Annual Report* – HRPDC staff will provide an overview of the FY19 askHRgreen.org Annual Report.

*Mini Grant Summary Report* – HRDPC staff will provide an overview of the FY19 askHRgreen.org mini grant summary report.

Attachment 9A, 9B, 9C, 9D

**Action:** Based on discussion.

**Next Committee Meeting** is scheduled for Friday, October 18, 2019 at the HRPDC office in Chesapeake.