

MEMBER  
JURISDICTIONS

November 9, 2018

CHESAPEAKE

**MEMORANDUM#2018-137**

FRANKLIN

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

GLOUCESTER

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

HAMPTON

**RE: askHRgreen.org: Stormwater Education Subcommittee Meeting –  
November 16, 2018**

ISLE OF WIGHT

The next meeting of the askHRgreen.org Stormwater Education Subcommittee will be held on Friday, **November 16, 2018** at **9:30 a.m.** in **Conference Room 4** at the **Peninsula Health Center Office** located at **416 J Clyde Morris Blvd, Newport News, VA 23606**.

JAMES CITY

NEWPORT NEWS

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:

NORFOLK

**1. Meeting Summary**

The Committee will review the October meeting summary for approval.

POQUOSON

Attachment 1

PORTSMOUTH

**Action:** Approve summary.

SMITHFIELD

**2. askHRgreen.org Community/Trailer Events**

November 13 – Anthem Eco Fair, Virginia Beach

November 15 – Anthem Eco Fair, Norfolk

February 9-10 – Hampton Roads Home Show, Hampton

SOUTHAMPTON

SUFFOLK

Action: Based on discussion.

SURRY

**3. Media & Promotions**

The Committee will review the updated media plan and budget breakdown for the year and continue discussion of the following campaign priorities:

VIRGINIA BEACH

WILLIAMSBURG

- What do you know about stormwater video – *need to determine timeframe to run this campaign.*

YORK

- *New Campaign: Pet Waste scheduled for June 2019*

- askHRgreen social media branding campaign
  - November
    - “I am thankful for...” asking people to comment about what they’re thankful for. Videos to post from Committee members: “What are you most thankful for?”
    - Need from Committee: “What are your favorite Thanksgiving traditions?” – we’ll compile these and make compilation video to post prior to Thanksgiving.
  - December
    - Green holiday practices – slideshow videos highlighting will be posted of green practices for food, wrapping, gifting, tree disposal, etc.
    - Videos to post from Committee members: “favorite green gift ideas”

Attachment 3

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

The Committee will review the last two rounds of edits for each of the three illicit discharge rack cards developed to date. The Committee should finalize content for each and approve them for printing. The Committee should discuss a coordinated approach to outreach to landscaping companies. A sample customizable letter is attached.

Attachment 4A, 4B, 4C, 4D, 4E, 4F, 4G

**Action:** Based on discussion.

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

The Committee should discuss any updates or concerns with the regional program and approve content for the BSH fall newsletter.

**Action:** Based on discussion.

#### **6. Grants**

The Committee should continue discussing the CBRF grant for pet waste stations and rain barrel workshops.

**Action:** Based on discussion.

#### **7. Printing & Promotional Items**

On order (pending art approval) are 2,500 BSB rack cards and 2,500 of each of the three illicit discharge rack cards.

**Action:** Based on discussion.

#### **8. Roundtable**

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

**Action:** Based on discussion.

## 9. Staff Reports

*Budget* – The current FY19 budget is attached for review.

Attachment 9

**Action:** Based on discussion.

**Next Committee Meeting** is scheduled for Friday, December 21, 2018 at the HRPDC office in Chesapeake.

KC/sl

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

Chris Ausink, HA	Casey Magruder, NO
Heather Baggett, SU	Tara Onufrak, VB
Debbie Blanton, HA	Ron Owens, GL
Sherry Coffey, PQ	Russell Pace, FR
Melanie Coffey, VB	Thomas Quattlebaum, PO
Audrey Doan, PO	Ellen Roberts P.E., PQ
Jamie Durden, SU	Jo Anna Ripley, JCC
Suzanne Dyba, JC	Tammy Rojek, WM
Sherry Earley, SU	Erin Rountree, SU
Mary Eason, CH	Rhonda L. Russell AICP, SY
Garrett Feagans, PQ	Gina D. Shaw, NO
Amy Green, YK	Ivan Shelton, YK
Wayne Griffin, SM	Aaron Small, WM
Greta Hawkins, HA	Bob Speechley, PQ
Kim Hummel, IW	Michael Stallings, WINDSOR
Donald Jennings, IW	Allison Watts, NN
Julien W. Johnson Jr., SH	June Whitehurst, NO
Youssef Khalil, PO	Michelle Williams, NO
David Kuzma, IW	James Wright, PO
Melissa Lindgren P.E., IW	
Trevor Long, JC	

### **askHRgreen.org: Stormwater Education Subcommittee Copy:**

Jameson Brunkow, JRA	Helen Kuhns, Lynnhaven River Now
Barbara Gavin, Elizabeth River	Elizabeth Taraski
Noah Hill, DEQ	