

February 17, 2017

Memorandum #2017-18

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Water Awareness Subcommittee – February 23, 2017

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, February 23, 2017 at 9:30 a.m.** in **Board Room A, The Regional Building, 723 Woodlake Drive, Chesapeake, VA 23320**. Comments and suggestions based on this agenda package are welcome.

The agenda for the meeting is as follows:

1. Meeting Summary

The meeting summary for January is attached for review and approval.

Attachment 1

Action: Approve the meeting summary.

2. askHRgreen.org Events

March 11 – Community Association Day, Virginia Beach

March 25-26 – Williamsburg Home Show

April 2 – Wings & Things Hoffer Creek Festival, Portsmouth

April 22 – Virginia Living Museum Earth Day Event, Newport News

April 28 – JBB Elementary School Event, Williamsburg

May 6 – Utilities Employee Appreciation Event, Norfolk

June 8 – NASA Health & Safety Expo, Hampton

June 24 – Olden Days, Smithfield

September 30 – James RiverFest, Williamsburg

October 5-8 – Peanut Festival, Suffolk

Action: Based on discussion.

3. Media & Promotions

The Committee should continue discussion of the rainy day sidewalk messaging joint campaign. Attached are the draft message stencil designs and notes from the 1/26 workgroup meeting.

The Committee's Spring TV Media Schedule is as follows:

- March 20-26 – Fix a Leak (TV, targeted display, native content ads, Facebook, WTKR.com)
- May 8-14 – Value of Water (TV, targeted display, native content ads, Facebook, WTKR.com)
- May 22-28 – Infrastructure (TV, targeted display, native content ads, Facebook, WTKR.com)

Attachment 3A, 3B

Action: Based on discussion.

4. Printing & Promotional Items

The temporary tattoos have arrived and are now available with the rest of these items: koozies, shower timers, house clip magnets, silicone collapsible cups, ponchos. Another trivia wheel has also been ordered.

ACTION: Based on discussion.

5. H2O Promotion

The Committee should continue to discuss ways to promote/encourage donations to the H2O Program. HRPDC staff can provide any resources that are needed.

ACTION: Based on discussion.

6. Staff Reports

Budget – The current FY17 budget is attached for review.

Website Redesign Project – HRPDC staff will provide an update on the website redesign project.

Attachment 6

Action: Based on discussion.

Next Meeting: Thursday, March 23, 2017 at the HRPDC office in Chesapeake.

krc/sl

askHRgreen.org: Water Awareness Subcommittee:

Molly Bertsch, HRSD
Rhonda Bowen, HRSD
Dan G. Clayton III, WM
J. Arnie Francis, GL
Latoya Henry, NO
Jerry Hoddinott, CH
Donna Holt, IW
Julien W. Johnson Jr., SH
Phillips Jones, IOW
Harry C. Kenyon, NO
Melissa Lindgren P.E., IW
Albert Moor II, SU

Russell Pace, FR
Lynn Proctor, VB
Jack Reed, SM
Ellen Roberts P.E., PQ
Erica Roberts, VB
Tammy Rojek, WM
Rhonda Russell, SY
Bob Speechley, PQ
Erin Trimyer, PO
Kim Wieckert, SU
Lori Woolman, NN

HRPDC Staff:

Robert Crum
Katie Cullipher

Keith Cannady
Rebekah Eastep