

March 16, 2017

Memorandum #2017-32

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

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

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, March 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 February is attached for review and approval.

Attachment 1

Action: Approve the meeting summary.

2. askHRgreen.org Events

March 25-26 – Williamsburg Home Show

April 2 – Wings & Things Spring Fling @ Hoffler Creek, Portsmouth

April 20 – TCC Cares Earth Day Event, Chesapeake

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

April 28 – JBB Elementary School Spring Event, Williamsburg

May 6 – Norfolk Utilities Employee Appreciation Event

May 10 – Virginia Beach Public Utilities Public Service Week & DWW Celebration

May 25 – Sensible Seafood Festival, Virginia Beach

June 8 – NASA Langley Safety & Health Expo, Hampton

June 24 – Olden Days, Smithfield

September 30 – James River Fest, Williamsburg

October 5-8 – Peanut Festival, Suffolk

Action: Based on discussion.

3. Media & Promotions

Rainy Day Sidewalk Campaign - The Committee should continue discussion of the rainy day sidewalk messaging joint campaign.

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)

Action: Based on discussion.

4. **askHRgreen.org Website Redesign Project** – The Committee should discuss what information should live in the locality sections of the website and their picks for the top six “tips” to be included in the new site. Attached are some sample tip cards that were previously developed for reference.

Attachment 4A, 4B

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.

Green Learning Guide 2.0 – HRPDC staff will provide information on plans to produce a new Green Learning Guide targeted to Elementary-aged students.

Attachment 6

Action: Based on discussion.

Next Meeting: Thursday, April 27, 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
Sarah Cox, JCC
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