

March 25, 2019

Memorandum #2019-48

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Water Awareness Subcommittee – March 28, 2019

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, March 28, 2019 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 Event Schedule

The Committee will review draft artwork for the new trailer wrap. The current event schedule is as follows:

4/6	Hampton Touch a Truck	Hampton
4/6	Southern Chesapeake Community Day	Chesapeake
4/6-4/7	Williamsburg Home Show	Williamsburg
4/14	Wings & Things Spring Fling	Portsmouth
4/18	Norfolk Naval Shipyard Earth Day Fair	Norfolk
4/20	Virginia Living Museum Earth Day	Newport News
4/22	TCC Cares	Chesapeake
4/23	VA AWWA 30th Annual Water Distribution Seminar and Utility Rodeo	Norfolk
4/27	Celebrate the Park	Newport News
4/27	Community Empowerment Day	Newport News
4/28	Stand Up Rally and Expo	Williamsburg
5/3-5/4	Team Up 2 Clean Up - Great American Cleanup	All of Hampton Roads
5/8	City of Virginia Beach Public Utilities Employee Picnic	Virginia Beach
5/11	Virginia Landscapes Exhibition at the Peninsula Fine Arts Center	Newport News
5/23	City of Virginia Beach Public Works Employee Picnic	Virginia Beach
5/31	CARE and Wellness day	Chesapeake

6/23	Elizabeth River Fest*	Virginia Beach
10/10 - 10/13	Peanut Festival	Suffolk
10/12	Lynnhaven River Now Fall Festival	Virginia Beach

**Need volunteers for this event.*

Attachment 2

Action: Based on discussion.

3. **Media & Promotions**

The current FY19 media plan is outlined below for the Committee's review.

- Imagine a Day Without Water (Oct. 8-14) – *complete*
- Fix a Leak Week (March 18-24) – leak detection video plus new radio and digital
- Value of Water (May 5-11) – “water is life” video plus new radio/digital
- askHRgreen social media branding campaign - ongoing

Action: Based on discussion.

4. **Printing & Promotional Items**

The Committee will review revisions to new leak detection brochure creative. The reusable straws are currently on order.

Action: Finalize new brochure creative and discuss print quantity.

5. **Roundtable**

Committee members should discuss any updates or news from their local programs.

Action: Based on discussion.

6. **Staff Reports**

Budget – The current FY19 budget is attached.

Digital Marketing Report – HRPDC staff will provide an overview of the digital marketing report for January.

Attachment 6A, 6B

Action: Based on discussion.

Next Meeting: The next meeting is scheduled for Thursday, April 25, 2019 at the HRPDC office in Chesapeake.

<https://www.youtube.com/watch?v=k4Pl1-G4ihY>