

September 21, 2017

Memorandum #2017-115

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Water Awareness Subcommittee – September 28, 2017

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, September 28, 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 August is attached for review and approval.

Attachment 1

Action: Approve the meeting summary.

2. Upcoming Events & askHRgreen.org Promotions

September 30 – James River Fest, Williamsburg

October 5-8 – Peanut Festival, Suffolk

October 7 – Lynnhaven River NOW Fall Festival, Virginia Beach*

October 7 – Norfolk Arbor Day Festival, Norfolk

October 12 – Imagine a Day Without Water (promotion)

October 19 – CNU Farmers Market, Newport News

October 21 – Simple Living Fair, Joint Use Library, Virginia Beach

October 24-25 – Newport News Shipbuilding Event, Newport News

November 15 – America Recycles Day (promotion)

March 3-4 – Hampton Roads Home Show, Hampton*

**Need volunteers for this event.*

Action: Need volunteers for LRNow Fall Festival on October 7.

3. Media & Promotions

Media - The Committee will review and discuss a revised FY18 askHRgreen media campaign and media schedule.

Promotions - Imagine A Day Without Water – October 12, 2017. The Committee should discuss plans to promote this event via: op-ed, news release, blogs, social media. Draft op-ed (edited by Erica Roberts) is attached.

Attachments 3A, 3B, 3C, 3D

Action: Based on discussion.

4. Printing & Promotional Items

Reusable bags and toothbrushes are currently on order. The Committee should discuss any additional promotional item needs.

Action: Based on discussion.

5. Green Learning Guide

The Committee should discuss contributing content and allocating a budget towards a new edition of the Green Learning Guide targeting elementary school students. The Stormwater Education some grant funding to produce an educational piece targeting this age group with Committee received stormwater pollution prevention material. Erica Roberts and LaToya Henry have volunteered to assist in developing content.

Action: Based on discussion.

6. Staff Reports

Budget – The current FY18 budget is attached for review.

Attachment 6

Action: Based on discussion.

Next Meeting: Thursday, October 26, 2017 at the HRPDC office in Chesapeake.

krc/sl