

askHRgreen.org Stormwater Education Subcommittee
August 18, 2017
HRPDC - Chesapeake

In Attendance:

Katie Cullipher, HRPDC	Melanie Coffey, VB
Rebekah Eastep, HRPDC	Kim Hummel, IOW
Elizabeth Vandell, HRPDC	David Kuzma, IOW
Jill Sunderland, HRPDC	Wayne Griffin, SM
Sue Kriebel, VB	Erin Rountree, SU
Jamie Durden, SU	Michelle Williams, NO
Cris Ausink, HA	Suzanne Dyba, JCC
Ivan Shelton, YK	Mary Eason, CH
Allison Watts, NN	

The summary for the meeting is as follows:

1. Meeting Summary

The July meeting summary was reviewed and approved.

Action: Summary approved.

2. askHRgreen.org Events

August 19 – Green Run Community Day, Virginia Beach
September 7 – Greer Environmental Center Opening, VWU, Virginia Beach
September 9 – Go Green Expo, Newport News
September 14-17 – Isle of Wight County Fair, Windsor
September 17 – RiverFest 2017, Virginia Beach* (need one more volunteer from 1-4)
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 24-25 – Newport News Shipbuilding Event, Newport News
*Need volunteers for this event.

ACTION: HRPDC staff will send out an email request for volunteers for staffing events.

3. Media & Promotions

The Committee reviewed and discussed the FY18 draft askHRgreen media budget and determined media and promotional plans for FY18.

- askHRgreen Budget Contribution - \$20,000 (same all committees)
- SEM campaign - \$5,000 (same all committees)
- Leaves & pet waste campaign (November)
- Lawn care media campaign (April)

- The following localities indicated they were interested in another round of Write as Rain: Virginia Beach, Newport News, Smithfield, Hampton, Suffolk
- The Committee discussed promotions for the new website including a news release, locality specific news release, newsletter article and social media promotions.
- The Committee agreed to keep the same fall/spring campaigns since this is the last year of the Phase II permits.

The Committee also reviewed and discussed Phase I and II regional public outreach priorities for the next three years. The following priorities were identified and agreed upon by those present:

1. Pollution Prevention to local groups of commercial, industrial, and institutional entities
 - Businesses that wash/maintain vehicles (mobile auto detailing, car rental companies, auto repair shops, dealerships)
 - Pet care/groomers/boarding companies
 - Landscaping and lawn service providers
 - Carpet cleaning companies
2. Proper disposal of pet and yard waste
3. Public reporting of illicit discharges/Public education on what is an illicit discharge?
4. Methods to minimize water quality impacts of residential car washing
5. Private property owners to implement voluntary BMPs/retrofits
6. Public involvement opportunities for clean-ups and restoration projects
7. Proper disposal of used oil and HHW
8. Locality litter prevention program

The Committee will not be regionally addressing outreach to golf course managers.

ACTION: HRPDC staff will distribute a public education and outreach plan that shows the agreed upon priorities and the possible/existing methods for meeting those priorities.

4. Bay Star Homes

HRPDC staff discussed a solution for adding an attachments field to the BSH database for tracking BMPs such as rain barrels and trees. The field can be added locally to each database following instructions available online.

ACTION: HRPDC staff will distribute directions for adding attachment field in BSH database.

5. Grants

The FY18 grant work group (Sue Kriebel, Jamie Durden, and Allison Watts) met to discuss plans for the new grant funds - \$11,100. Projects funded through the grant include:

- Mini-grants

- Pet waste stations – Virginia Beach offered to buy a few extra if need to reach a price break and also offered to receive the purchase if space was available locally.
- Expanding Bay Star Homes to Bay Star Businesses
- Green Learning Guides – other committees will have the opportunity to buy in to the publication. Awaiting cost per page estimate from RCS.
- Two education outreach workshops: one in Newport News, one in Chesapeake

Michelle Williams of Norfolk will be joining the work group.

Action: The grant work group will continue to meet and implement grant projects.

6. Printing & Promotional Items

The Committee voted to purchase the following items:

- Message pens – 5,000
- Scoop the Poop stickers – 5,000

Action: HRPDC will order message pens and stickers.

7. Staff Reports

Budget – The current FY18 budget was reviewed. The FY19 budget was tentatively approved by the Stormwater Technical and will be formally approved on September 7th.

ACTION: None.

Next Committee Meeting is scheduled for Friday, September 15, 2017 at a location on the peninsula.