

askHRgreen.org Stormwater Education Subcommittee
December 15, 2017
HRPDC – Chesapeake

In Attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Elizabeth Vandell, HRPDC
Jill Sunderland, HRPDC
Jamie Durden, SU
Ivan Shelton, YK
Allison Watts, NN
Michelle Williams, NO

Tara Onufrak, VB
Cris Ausink, HA
Dave Kuzma, IOW
Samantha McNeil, YK
Wayne Griffin, SM
Elizabeth Vaughn, CH
Mary Eason, CH
Helen Kuhns, Lynnhaven River Now

The summary for the meeting is as follows:

1. Meeting Summary

The November meeting summary was reviewed and approved.

Action: None.

2. askHRgreen.org Events

January 15-18 – Home Gardener Day & Mid-Atlantic Horticulture Short Course, Virginia Beach*

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

March 24-25 – Daffodil Festival, Gloucester

April 14-15 – Mid-Atlantic Home & Outdoor Living Show*

April 21 – Virginia Living Museum Earth Day, Newport News

**Need volunteers for this event.*

MAHSC/Home Gardener's Day Sponsorship – The Water Awareness Committee did agree to partner for this sponsorship by providing half of the requested bags (1,200 total). Volunteers will be needed to staff table January 15-18.

ACTION: HRPDC staff will send out a request for volunteers.

3. Media & Promotions

The Leaves & Pet Waste campaign ran from October 23 – 29. The campaign included a special radio promotion for pet waste:

- Two extra pet waste stations given as prizes for the station to use in a “win a free pet waste station” giveaway. The entry form included the maintenance requirements of the grant program so that people will understand the responsibility of winning the station. The giveaway was featured at Pet Palooza at Hunt Club Farms in Virginia Beach and another event in Hampton.
- The campaign report will be distributed via email with the summary

The Committee continued the discussion from the All Hands meeting on the second round of the Write as Rain campaign. During the All Hands meeting Committee members discussed focusing on schools and maybe a local business chain such as Wawa.

- Old stencils need to be redesigned based on lessons learned (i.e. small details did not show up clearly, remove the askHRgreen logo, etc.)
- Goal is to launch the campaign in April again
- HRPDC staff will regroup with RCS staff after further discussions with all askHRgreen education committees.

ACTION: HRPDC staff will distribute the Leaves & Pet Waste campaign report and continue to develop the Write as Rain campaign.

4. Regional Priorities for Stormwater Public Outreach

The Committee discussed the new Bay Star Businesses (BSB) program:

- The program will be a pledge only system to make it easy on businesses and administrators (no monitoring required). Once businesses have pledged, localities will have a database to target with information on how businesses could do more.
- Draft criteria were approved at the November meeting. HRPDC staff will work to create a form (print and online).
- Businesses will receive recognition via a sticker and website acknowledgment
 - HRPDC staff provided some sample BSB logos for consideration. The Committee selected their top choices and HRPDC staff will make additional edits and present final choices at the January meeting.
- BSB will also need a database for tracking registrations:
 - HRPDC staff has reviewed the BSH database and determined that it cannot be used for tracking BSB registrations without substantial investments. Alternate solutions will be explored including using Excel or creating another Access database.
- The Committee discussed encouraging other committees to promote the program specifically the FOG Committee.

ACTION: HRPDC staff will update logos for Committee review and begin drafting a form for use in registration.

5. Bay Star Homes

There were no updates or concerns with the BSH program

ACTION: None.

6. Grants

The Committee was briefed on the status of projects under the CBRF grant:

- Draft content for Green Learning will be reviewed on Dec. 19th by the workgroup.

ACTION: None.

7. Printing & Promotional Items

To date the Committee has ordered the following items:

- Message pens – 5,000 (available)
- Scoop the Poop stickers – 5,000 (available)
- Dog waste bag holders – 5,000 (on order)
- Reusable bags – 4,000 (on order)

The Committee reviewed quotes for floatable keychains, snack packs, funnels and mood bracelets. The Committee voted to purchase the following items:

- Floating keychain – 2,500 with “pump out don’t dump out” message
- Mood pencils – 10,000 with “only rain down the drain” message
- Snack packs with Swedish Fish – 2,500 *HRPDC staff should send artwork for review before placing order

The Committee voted to use half of the base allocation (10 percent of total purchase) for stocking the trailer at regional. (Yes – *Suffolk, Newport News, Virginia Beach, Hampton, Isle of Wight, Smithfield, Chesapeake* No – *York County* Abstain – *Norfolk*)

ACTION: HRPDC staff will order floatable keychains, mood pencils and snack packs. Artwork for snack pack will be sent for review with summary.

8. Staff Reports

Budget – The current FY18 budget was reviewed.

askHRgreen.org Redesign Project – The website is live but Committee members should continue to test functionality and report bugs.

Pet waste stations – Committee members should coordinate with Tara Onufrak of Virginia Beach to pick up pet waste stations after the meeting.

ACTION: None.

Next Committee Meeting is scheduled for Friday, January 19, 2017 in Newport News.