

askHRgreen.org | Water Awareness Committee Meeting Summary
February 27, 2020
HRPDC - Chesapeake

Attendees:

Rachael Gaul, NO
 Laura Tworek, VB
 Lacie Wever, HRSD

Cynthia Mulkey, HRPDC
 Rebekah Eastep, HRPDC
 Katie Cullipher, HRPDC

1. Meeting Summary

The January meeting summary was reviewed and approved.

Action: Summary approved.

2. askHRgreen.org Event Schedule

The current listing of outreach events is as follows:

3/7 - 3/8	Mid Atlantic Home & Outdoor Living Show	Virginia Beach
3/14	SEVA CAI Community Association Day	Virginia Beach
3/27 - 3/28	Great American Cleanup*	Hampton Roads
4/4 - 4/5	Daffodil Festival	Gloucester
4/11	Go Green Market	Yorktown
4/18	Virginia Living Museum Earth Day Festival	Newport News
4/21	TCC Cares Earth Day	Chesapeake
4/22	Poquoson Earth Day	Poquoson
4/22	Great Bridge High School Earth Day One Lunch	Chesapeake
4/22	NSA Hampton Roads Headquarters Earth Day event	Norfolk
4/23	NSA Portsmouth Earth Day Event	Portsmouth
4/25	Paradise Creek Earth & Arbor Day	Portsmouth
4/25	Spring Fling	Hampton
5/7	Sensible Seafood Fest	Virginia Beach
6/13	RiverFest*	Chesapeake
10/3	Virginia Beach Master Gardeners Fall Gardening Festival	Virginia Beach
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach

Mid-Atlantic Home & Outdoor Living Show has volunteer coverage for next weekend

Great American Cleanup on March 27-28. Waterworks is coordinating reservoir cleanups with local paddling group. Other localities are encouraged to join in.

Laura Tworek will work both RiverFest and the Lynnhaven River Now Fall Festival.

Landlord Summit in Norfolk – Norfolk Utilities will have a table to increase outreach to landlords and property managers.

HRSD is planning an event on April 19th with a local church. Lacie Wever will reach out with additional information as it becomes available.

Action: Committee members are encouraged to reserve the trailer early for any upcoming events.

3. FY20 Media Campaigns & Promotions

The following media and promotional campaigns are planned for FY20:

- Fall Imagine a Day Without Water paid media campaign (October) – Completed
- Spring Fixing Leaks paid media campaign (March 23-29)
 - Dates for campaign are wrong and need to be changed to March 16-20
 - The Committee reviewed the media plan for the campaign.
 - The campaign uses existing video/radio/digital creative.
 - The Committee discussed the Arlo's Shed promotional opportunity and decided to purchase a rain barrel to place inside the shed.
 - The Committee would like to have a table at the finale event. Laura Tworek will volunteer but needs to know the hours.
- Spring Value of Water paid media campaign (May) – using existing creative
- askHRgreen social media branding campaign – ongoing

Action: None.

4. Printing & Promotional Items

The Committee reviewed artwork for the water bottle stickers and selected the heart water drop with a small inset logo.

The following items are on order:

3,000 – water bottle stickers

5,000 – seed bookmarks

The Committee would like to do a social media contest to giveaway ten hydroflasks for World Water Day on March 22nd and Drinking Water Week in May.

The Committee reviewed final pricing for the skoy clothes. The Recycling & Beautification Committee may also be interested in purchasing skoy clothes. The Committee discussed messaging priorities and decided on the imagine a day without water logo (same as tumbler). The Committee recommended purchasing 1,000 clothes or splitting a purchase of 2,500 with the Recycling & Beautification Committee to reach the price break.

Action: HRPDC staff will order water bottle stickers, hydroflasks, skoy clothes, and seed bookmarks.

5. Roundtable

- **Virginia Beach** – student visit for “Official for the Day,” outreach ideas for preschool students aged one to four
- **Norfolk** – promoting Fix a Leak week with dye tab giveaway/EPA resources/Fixing Leaks brochure, Smart Home Water Guide is another great resource for fixing leaks, water quality testing and reporting
- **HRSD** – Engineer’s Week for staff, Engineer’s Day with local students on Saturday, Atlantic Treatment Plant beautification project planned for 2021 (mural on solids holding tank), prescription drug take back program continues to progress, preparing for Infrastructure Week

Action: None.

6. Staff Reports

Budget – The current FY20 budget was provided for review.

H2O Rebranding Update – HRPDC staff shared the draft H2O video with the Committee and collected feedback to provide to West Cary Group in finalizing the video.

Social Coast Conference - Katie Cullipher attended Social Coast Conference to present about askHRgreen.org (structure, special projects, etc.)

Digital Marketing Report – HRPDC staff providing the Digital Marketing Report for review.

Action: HRPDC staff will finalize H2O video with West Cary Group.

Action: None.

Next Meeting: The next meeting is scheduled for Thursday, March 26, 2020 at the HRPDC office.