

**askHRgreen.org | Water Awareness Committee Meeting Summary**  
**Thursday, May 25, 2017**  
**HRPDC - Chesapeake**

**Attendees:**

Katie Cullipher, HRPDC  
Jerry Hoddinott, CH  
Molly Bertsch, HRSD  
Erica Roberts, VB

LaToya Henry, NO  
Lori Woolman, NN  
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**1. Meeting Summary**

The April meeting summary was approved.

**2. askHRgreen.org Events**

May 25 – Sensible Seafood Festival, Virginia Beach  
June 6 – CGM-CMA Event, Norfolk  
June 8 – NASA Langley Safety & Health Expo, Hampton  
June 24 – Olden Days, Smithfield  
September 14-17 – Isle of Wight County Fair, Windsor  
September 30 – James River Fest, Williamsburg  
October 5-8 – Peanut Festival, Suffolk

**Action:** Reserve trailer for any upcoming events.

**3. Media & Promotions**

*Rainy Day Sidewalk Campaign*

- An official reveal and press conference was held before the April HRPDC meeting with Ella Ward (CH) and Michael Hippel (JCC). The Hampton Roads Show was on-site to film a segment that aired afterwards.
- Katie Cullipher appeared on the April 24th “Coast Live” program on WTKR.
- Southside Daily, Virginian-Pilot and the Suffolk News Herald all featured the project.
- Promotional resources (news release, social media postings, video, etc.) have been provided to committee members for local promotion in newsletters, on municipal TV, etc.
- Portsmouth, Isle of Wight and Smithfield are still waiting to apply stencils. Suffolk City Manager has requested additional applications at the municipal center.
- There should be product remaining if localities have locations scouted out for a second round of applications.
- HRPDC staff thanked the Rainy Day Workgroup for their hard work to coordinate this regional, joint committee initiative.

*Media Schedule*

The Committee reviewed the campaign summary report for the spring Fix a Leak Week TV/online campaign. The Value of Water campaign just aired (May 8-14) and the Infrastructure campaign is currently in progress (May 22-28). Campaign summaries should be available for those campaigns at the next Committee meeting.

**Action:** None.

**4. Printing & Promotional Items**

The Committee reviewed quotes for producing and printing the Coastal Virginia Magazine handout (a joint effort with the other three askHRgreen education committees) and purchasing copies of the Hampton Roads Native Plant Guide (a joint purchase with the stormwater committee).

- The Committee agreed to equally fund the Coastal VA Magazine insert with the other three committees in the amount of \$1430.00.
- The Committee agreed to jointly fund the purchase of native plant guides in the amount of \$2500.00 (approximately 1,600 inserts).

**Action:** HRPDC staff will proceed with procuring the magazine inserts and plant guides.

## 5. H2O Promotion – Give Local 757

The Committee continued to discuss ways to promote/encourage donations to the H2O Program.

- The Give Local 757 promotion efforts did little to encourage donations through that initiative. HRPDC staff would recommend discontinuing participation in that effort next year and focusing on promoting H2O locally to raise awareness for the program via direct methods.
- Look at rebranding the program, increasing awareness via compelling storytelling video, a help2others website that is comprehensive vs. a splash page on the HRPDC website, etc.

**Action:** None.

## 6. Mini Grants

The Committee reviewed the George P. Phenix School application but more information has been requested from the applicant and has not yet been provided despite multiple requests to date. If the additional information is received, HRPDC staff will email the committee for a vote. The Spratley Gifted Center and Brandon Middle School applications are for the FY18 budget year and will be held for the new askHRgreen mini grant advisory committee (as outlined below).

HRPDC recommended forming a joint mini grant advisory committee comprised of two representatives from each Committee. Each Committee will put in a contribution to a mini grant fund to be used for all applications received during the fiscal year. The Committee approved a \$3,000 contribution to the program. Water Awareness & Recycling/Beautification are also each contributing \$3,000 to the budget and FOG will contribute \$1,000 (to be part of the regional program but they don't typically have any mini grant applications for FOG topics). Each Committee will have two voting members on the advisory committee with the exception of FOG which will have one vote (1/2 vote for each member) on applications for a total of 7 votes total. Erica Roberts (VB) and Jerry Hoddinott (CH) volunteered to be the committee representatives on this advisory board. Molly Bertsch expressed interest as well

## 7. Staff Reports

*Budget* – The current FY17 budget was reviewed and the FY18 draft budget was accepted as presented with one change: reducing the promo item budget from 20K to 18K in order to keep budgeted expenses at 97K for the year.

**Action:** HRPDC staff will amend the draft budget as recommended.

**Next Meeting:** Thursday, June 27, 2017 at the HRPDC office in Chesapeake.