

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, August 24, 2017
HRPDC - Chesapeake

Attendees:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Beth Vandell, HRPDC

Jerry Hoddinott, CH
LaToya Henry, NO
Erica Roberts, VB

1. Meeting Summary

The May meeting summary was approved.

2. askHRgreen.org Events

September 7 – Greer Environmental Center Opening, VWU, Virginia Beach
September 14-17 – Isle of Wight County Fair, Windsor
September 17 – RiverFest 2017, Virginia Beach* (still need one 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.

The Committee discussed the possibility of performing trailer maintenance over winter.

Action: LaToya Henry will have Utilities staff look over the trailer and provide maintenance recommendation.

3. Media & Promotions

FY18 Draft Media Plan and Budget

The Committee reviewed and discussed the FY18 draft media plan and budget. The Committee approved the following schedule:

- Imagine a Day without Water – In order to spread coverage to both spring and fall, the Committee would like to change the propose spring conservation campaign to a fall campaign for Imagine a Day without Water on October 12th. The campaign can reuse the “Let’s be Honest” radio ad and Value of Water “donut” video. New creative will be needed for digital ads.
- Fix a Leak – pick up of existing campaign for digital, radio and video.
- Drinking Water Week – pick up of existing campaign for digital, radio and video.
- Write as Rain campaign – to be discussed in more detail at the All Hands meeting.
- Man on the Street video – The Committee will need to determine what questions they would like to include in the new video production. HRPDC staff will confirm the project budget with RCS.

Promotions

The Committee continued discussion of promotions for “Imagine a Day without Water”

- The Committee reviewed two draft op-eds and selected a preferred approach. Erica Roberts with Virginia Beach will further refine the piece before HRPDC staff present the op-ed to the Directors' of Utilities at their September meeting. The op-ed will go out to Pilot and Daily Press.
- Blog post series – 5 blogs to run each day that week featuring individual projects localities are doing to improve infrastructure
- Social media campaign featuring content available from the campaign website & toolkit: <http://imagineadaywithoutwater.org/>
- News release and e-newsletter article reusing language from the op-ed

Action: Erica Roberts will refine op-ed for HRPDC staff to present to the Directors' of Utilities. HRPDC staff will discuss new Imagine a Day without Water media campaign with RCS team.

4. **Printing & Promotional Items**

There were no immediate printing & promotional item needs. HRPDC staff will take an inventory of existing supplies so the Committee can determine what items may be needed for next year's event season.

Action: None.

5. **Staff Reports**

Budget – The current budget was reviewed and accepted as presented.

Mini Grant Program – HRPDC staff will be asking committees to select a winner for the Environmental Action Award. Next year the winner will be selected by those sitting on the Mini Grant Subcommittee.

Green Learning Guide – The Stormwater Education committee has grant funds to produce a new Green Learning Guide targeted towards elementary age students. All other committees have an opportunity to “buy-in” to the project to have content featured in the guide. RCS is putting together a quote on how many pages the guide will be with the existing grant funds and what budget would be needed to feature content from the other committees as well. The Committee was supportive of the project and Erica Roberts and LaToya Henry volunteered to serve on the Green Learning Guide Subcommittee that will meet to determine topics, content, activities, etc.

Action: HRPDC staff will get Green Learning Guide cost estimate for Committee approval.

Next Meeting: Thursday, September 28, 2017 at the HRPDC office in Chesapeake.