

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, May 24, 2018
HRPDC - Chesapeake

Attendees:

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

Jerry Hoddinott, CH
LaToya Henry, NO
Kim Wieckert, SU

1. Meeting Summary

The April meeting summary was reviewed and approved.

Action: Summary approved.

2. askHRgreen.org Events

May 24 – Sensible Seafood Festival, Virginia Beach
May 31 – Public Works Annual Picnic, Virginia Beach
June 2 – Celebrate the Park (Mariners Museum), Newport News
June 5 – CGM CMA Environmental Fair, Norfolk
June 5 – Anheuser Busch Event, Williamsburg
June 30 – Olden Days, Smithfield
August 25 – Bufflow Family & Friends Community Day, Chesapeake
September 13-16 – Isle of Wight County Fair, Windsor
September 15 – Elizabeth River Fest, Chesapeake*
September 22-23 – Bay Days, Hampton*
October 4-7 – Peanut Festival, Suffolk
*Need volunteers for this event.

- Quotes for trailer repairs planned for June. There have been difficulties scheduling appointments with the RV businesses.
- Suffolk will be hosting the trailer starting July 1.
- It was recommended to purchase a hitch that could stay with the trailer to make towing by different trucks easier.

Action: HRPDC staff will get quotes for trailer repairs.

3. Media & Promotions

Value of Water media campaign – May 7-13

- Campaign has concluded and summary report should be available for review at the June meeting.

“What Do You Know” video

- FOG video completed first because it is part of a paid media campaign.
- Stormwater and Water Awareness videos to be produced in June but no scheduled media campaign in FY18.

Write as Rain Campaign

- The campaign will target schools and plan to launch in the “back to school” timeframe.

- The Committee reviewed new stencil designs. The designs are meant to be more engaging to youth and promote sharing on social media. The Recycling & Beautification Committee has recommended changing the bottom tag to just “Share It” with a camera icon.
- The workgroup will be working on promotional strategies such as poster contests, prize giveaways, coordinated bulletin board displays, and selecting schools in each locality.
 - Both Chesapeake and Norfolk Utilities hold poster contests and get good participation.

Action: None.

4. Printing & Promotional Items

Inventory of seed bookmarks is almost gone. The Committee decided to purchase 5,000 seed bookmarks. The Committee would also like to review water bottle quotes for a purchase in FY19.

Action: HRPDC staff will order seed bookmarks.

5. Roundtable

- Norfolk – LaToya will be leaving the City of Norfolk. Her replacement should be on-board before she leaves at the end of June. Participating in Parks & Rec summer camp programs and other interdepartmental collaborations are happening as well.
- Chesapeake – Busy week in customer service during Drinking Water Week. Purchase of Aqua Virginia has been the priority for administrative staff.

6. Staff Reports

FY18 Budget – The current budget was reviewed and accepted as presented.

- Media budget will zero out for FY18 after invoices for SEM/video production are added
- Jerry reported that the new strategy for reviewing and approving mini grants is working very effectively and provides for a more well-rounded screening process.

FY19 Budget – HRPDC staff presented a draft FY19 budget for discussion.

- askHRgreen contribution will decrease in FY19 to \$12,000 per committee. This will cover basic services only (overall strategy, basic PR, web hosting).
- Media budget increased to \$56,000 from \$50,000 in FY18 to cover extra services that may have been previously covered by askHRgreen contribution (press releases, etc.)
- There is also a conservative trailer budget since trailer repair costs are still unknown.

Green Learning Guide – Workgroup has completed first round of edits and although there were many edits, RCS did a good job creating a publication from content documents. A revised draft will be shared with all askHRgreen committee members in June.

Bay Star Business - Stormwater Education Committee has launched a business companion to Bay Star Homes. The BSB form is now live and promotion of the program has begun.

Bloggers – At this time there are no active bloggers for the website. Committee members were encouraged to serve as bloggers.

Action: The Committee approved the FY19 budget.

Next meeting: Thursday, June 28, 2018 at the HRPDC office in Chesapeake.