

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, August, 23, 2018
HRPDC - Chesapeake

Attendees:

Katie Cullipher, HRPDC
Beth Vandell, HRPDC
Rebekah Eastep, HRPDC
Jerry Hoddinott, CH

Lori Woolman, NN
Laura Tworek, VB
Kim Wieckert, SU
Lacie Weaver, HRSD

1. Meeting Summary

The July meeting summary was reviewed and approved.

Action: Summary approved.

2. askHRgreen.org Events

The current listing of scheduled events is as follows:

September 8 – Newport News Go Green Festival

September 13-16 – Isle of Wight County Fair, Windsor

September 15 – Master Gardeners Fall Festival, Virginia Beach

September 15 – Elizabeth River Fest, Chesapeake – not participating due to lack of staffing

September 22-23 – Bay Days, Hampton* - Newport News Water Works can support staffing

September 29 – James Riverfest, Williamsburg

October 4-7 – Peanut Festival, Suffolk

October 6 – Lynnhaven River Now Fall Festival, Virginia Beach

October 22 – HII Environment, Health & Safety Expo, Newport News

November 13 – Anthem Eco Fair, Virginia Beach*

November 15 – Anthem Eco Fair, Norfolk*

**Need volunteers for this event.*

Trailer repairs and maintenance have been completed and includes new window hinges and smaller automotive repairs. Total repairs came in under budget at a total of \$1,889 split between the four committees. Because there is some excess budget, HRPDC staff will research the cost of updating the wrap for the trailer to repair punctures and damages.

Suffolk is housing the trailer and requested an inventory list to use when restocking the trailer. At times, Suffolk may keep supplies on hand to reduce the number of trips to Chesapeake for restocking.

Action: HRPDC staff will look back at trailer wrap costs and send out a request for volunteers. HRPDC staff will provide an inventory list for Suffolk.

3. Media & Promotions

The Committee finalized priorities for FY19 media campaigns and special promotions:

- Imagine a Day Without Water (October 10) – use existing value of water video and create new social media assets to use during the campaign
- Fix-a-Leak Week (March) – Use new “man on the street” video in campaign
- Value of water (May) – Make a 30 second spot of out the “what do you know about water” part three video.
- askHRgreen brand campaign for social media (\$1,500 per committee)
- Consider radio support where budget allows.

Write as Rain Campaign

- Stencils installations are underway.
- Social media contest to encourage engagement:
 - A contest will be held asking people to post photos on Facebook or Instagram either with a stencil or showing an eco-friendly behavior.
 - Some prizes have been donated by media partners – Dave & Busters, Wild Wing Cafe
 - The Committee approved spending up to \$100 on prizes, if needed.

Action: Committee members should finalize messaging priorities for FY19. HRPDC staff will continue work on Write as Rain with the workgroup.

4. **Imagine a Day Without Water**

The Committee continued planning for “Imagine a Day Without Water” which falls on October 10, 2018. The campaign will be modeled from Kansas City partnership with local coffee shops and breweries:

<http://thevalueofwater.org/content/partnering-local-businesses-imagine-day-without-water>

- The Committee reviewed pricing for custom printed coffee sleeves and coasters and requested HRPDC staff confirm the production timeline. If possible, the Committee would prefer doing some preliminary outreach prior to placing the order to guide the purchase quantity.
- HRPDC staff has created a list of potential partners. Each locality should reach out to local breweries and coffee shops to gauge interest and quantity of supplies needed by each establishment to participate.
- The Committee still likes the idea of having a testimonial video created with partnering businesses if timeline allows.
- RCS should develop artwork for coaster and coffee sleeve. HRPDC staff will send via email for Committee review and approval before going to production
- The Committee established the following next steps:
 - Reach out to potential partners to get participation and supply volumes
 - Review and approve artwork and order quantities via email
 - Place order for coasters and coffee sleeves
 - Identify businesses to feature in promotional video

Action: HRPDC staff and localities should work on next steps for September meeting.

5. **Printing & Promotional Items**

The Committee selected an imprint for the water bottle (Drink Tap) and multiple color styles for the water bottle purchase. HRPDC staff will try to add the askHRgreen.org logo if space allows.

Action: HRPDC staff will place order for water bottles.

6. **Roundtable**

- Suffolk – interested in more information about how localities bill for fire service lines

Action: Suffolk will send request via email for regional response.

7. **Staff Reports**

Budget – The FY19 budget was reviewed. Final trailer repair costs have been added.

Mini Grants – A replacement for Erica Roberts is needed on the Mini Grant Subcommittee. Laura Tworek volunteered to serve on this Committee.

Action: Laura Tworek from Virginia Beach Utilities will represent the Committee on the joint askHRgreen Mini Grant Subcommittee.

Next Meeting: The next meeting is scheduled for Thursday, September 27, 2018 at the HRPDC office in Chesapeake.