

**askHRgreen.org | Water Awareness Committee Meeting Summary**  
**Thursday, September 27, 2018**  
**HRPDC - Chesapeake**

**Attendees:**

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

Lori Woolman, NN  
Laura Tworek, VB  
Lacie Weaver, HRSD

**1. Meeting Summary**

The August meeting summary was reviewed and approved.

**Action:** Summary approved.

**2. askHRgreen.org Events**

The current listing of scheduled events is as follows:

September 29 – James Riverfest, Williamsburg

October 1 – Virginia State Fair, Doswell, VA\*

October 4-7 – Peanut Festival, Suffolk

October 6 – Elizabeth RiverFest, Chesapeake

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.*

**Action:** Committee members should consider volunteering for an upcoming event.

**3. Media & Promotions**

Write as Rain Campaign

- Stencils installations are complete in all localities except York County
- Social media contest to encourage engagement:
  - Contest is underway 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 – Modest Mouse concert tickets, Nationals tickets, Dave & Busters, Wild Wing Café, etc.
  - Katie Cullipher and Megan Hale (CH) appeared on Coastal Connections to talk about Write as Rain.

The Committee discussed the “What Do You Know About: Leaky Toilets?”

- The video can be viewed here: <https://youtu.be/CGsPLaydnVY>
- The Committee discussed removing the outro which talks about “if it’s yellow let it mellow”
- The Committee requested that the graphic for checking for dye in the toilet tank match the voiceover while the steps are being described.

**Action:** Committee members should promote Write as Rain. HRPDC staff will pass along edits to the leaky toilets video.

**4. Imagine a Day Without Water**

The Committee continued planning for “Imagine a Day Without Water” which falls on October 10, 2018.

- The Committee coasters were ordered and have arrived. The coffee sleeves are expected to arrive soon as well. HRPDC staff will develop a plan for distributing materials to all participating locations.
- HRPDC staff and localities reported back on outreach results. Many breweries have agreed to partner but more coffee shops are needed.
- Lori Woolman recommended Capstan and Tradition breweries for participating in the testimonial video.
- HRPDC staff will be creating a campaign page and interactive Google map showing all participating locations.

**Action:** HRPDC staff and localities should work on next steps for Imagine a Day Without Water.

## 5. Printing & Promotional Items

Committee members picked up water bottles and discussed plans for ordering Green Learning Guides:

- WTKR is sponsoring \$2,000 of the print job
- Committee cost will be about \$1,975
- All localities will have the opportunity to purchase extras if desired.
- HRPDC staff will work on plan for distributing guides to schools.

**Action:** HRPDC staff will research strategies for distributing Green Learning Guides.

## 6. Roundtable

- Chesapeake – have begun bottling water for city departments to purchase
- HRSD – toilet toss game, blogging, SWIFT tours
- Virginia Beach – VB water won Water Jam taste test (will share AWWA article when ready for askHRgreen blog), Water Jam shortened due to Hurricane Florence, working on kids art calendar contest
- Newport News – AMI specs under development, improvements in customer service wait times, new communications liaison, offered water treatment tour to all who are interested.

**Action:** None.

## 7. Staff Reports

*Budget* – The FY19 budget was reviewed.

*Annual report* – Finalized and available online or in print if desired.

*Great American Cleanup Kick-Off 2019* – R&B Committee will partner with Keep Virginia Beautiful to engage businesses and citizens in a two day cleanup, May 3-4. Business contacts for participation are needed.

*Help 2 Others* – West Cary Group selected as consultant for rebranding and new website development. Immersion process will include attending Directors of Utilities meeting and an “all hands” meeting for all H2O participants (Utilities, Salvation Army, HRSD). HRPDC staff have also identified an opportunity to go to quarterly distributions to improve program use.

**Action:** HRPDC staff will schedule a Help 2 Others meeting.

**Next Meeting:** The next meeting is scheduled for Thursday, October 25, 2018 at the HRPDC office in Chesapeake.