

**askHRgreen.org | Water Awareness Committee Meeting Summary**  
**Thursday, September 28, 2017**  
**HRPDC - Chesapeake**

**Attendees:**

Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC  
Beth Vandell, HRPDC  
Jerry Hoddinott, CH  
LaToya Henry, NO

Erica Roberts, VB  
Kim Wieckert, SU  
Tamara Clore, SU  
Lori Woolman, NN

**1. Meeting Summary**

The August 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\* – Newport News Waterworks will likely be able to provide supplemental staffing

*\*Need volunteers for this event.*

**Action:** HRPDC staff will continue to request volunteers for upcoming events.

**3. Media & Promotions**

*FY18 Draft Media Plan and Budget*

The Committee reviewed the approved FY18 Media Schedule and Budget.

- HRPDC staff inquired about streaming radio such as Pandora and Spotify but found that Pandora has a smaller market share than traditional radio in Hampton Roads while Spotify has a \$25,000 minimum.
- HRPDC staff discussed new media channels in use this year including:
  - OTT (over the top) – delivery of TV content via the internet on all devices
  - CTV (connected TV) – Smart TVs – no mobile or subscriptions
  - Full Episode Player – expensive option
- The “What Do You Know” budget (\$3,390) is solely for production and will not include a media campaign in FY18. A campaign can be considered for FY19. An additional \$760 was needed to fully fund this campaign. Filming will be scheduled for spring 2018 so the Committee has plenty of time to discuss the theme or topic of the new video.
- The Committee reviewed the new creative for Imagine a Day without Water and selected the following tagline: “To see how we avoid that day, askHRgreen.org”

*Promotions*

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

- The Committee reviewed the draft op-ed that was presented to the Directors of Utilities at their September meeting and made some final edits.
- Social media campaign featuring content available from the campaign website & toolkit: <http://imagineadaywithoutwater.org/>
- Blog post reusing language from the op-ed

**Action:** The Committee reallocated \$760 from the Promotional Item budget for the “What Do You Know” video production. HRPDC staff will finalize resources for Imagine a Day Without Water campaign and promotions.

#### 4. Printing & Promotional Items

Reusable bags and toothbrushes are currently on order. The Committee did not have any immediate promotional item needs.

**Action:** HRPDC staff will conduct a full inventory of items in storage and be prepared to discuss purchasing additional items at the October meeting.

#### 5. Green Learning Guide

The Committee discussed contributing content and allocating a budget towards a new edition of the Green Learning Guide targeting elementary school students. The Stormwater Education received grant funding to produce an educational piece targeting this age group with stormwater pollution prevention material. Erica Roberts and LaToya Henry have volunteered to assist in developing content.

- HRPDC staff will be coordinating a workgroup meeting with representatives from all committees.
- Budget covers only production of materials. Currently this will be an online only resource. Printed copies can be considered in the FY19 budget year.

**Action:** The Committee voted to use \$1,667 from the Printing budget to participate in Green Learning.

#### 6. Staff Reports

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

*Website* – Red Chalk Studios has completed the website and HRPDC staff are now testing the site and performing the first round of edits and updates. HRPDC staff will distribute the site to all Committee members once the first round of edits are complete.

**Action:** None.

**Next Meeting:** Thursday, October 26, 2017 at the HRPDC office in Chesapeake.