

**askHRgreen.org | Water Awareness Committee Meeting Summary**  
**Thursday, July 25, 2019**  
**HRPDC - Chesapeake**

**Attendees:**

Lori Woolman, NN  
Laura Tworek, VB  
Tamara Clore, SU  
Jerry Hoddinott, CH  
Lori Woolman, VB  
Adalia Burks, For Our Future Virginia

Raemond Josey, For Our Future Virginia  
Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC

**1. Meeting Summary**

The June meeting summary was reviewed and approved.

**Action:** Summary approved.

**2. askHRgreen.org Event Schedule**

8/9	TGIF Summer Concert Series	Suffolk
9/12	Isle of Wight County Fair	Windsor
9/28	Bow Creek Block Party	Virginia Beach
10/5	<i>Autumn Fest/Arbor Day Celebration*</i>	<i>Chesapeake</i>
10/10 - 10/13	Peanut Festival	Suffolk
10/12	Lynnhaven River Now Fall Festival	Virginia Beach

Trailer repair update – Body work and wrap are completed. New electrical issue reported but Suffolk Public Utilities is working to correct the issue before the next TGIF concert in Suffolk.

HRPDC staff will confirm reservation for Bow Creek event and send out volunteer requests for Autumn Fest and Lynnhaven River Now Fall Festival (Laura will volunteer). HRPDC staff will inquire about trailer attending the fall festival since it is at Mount Trashmore this year.

**Action:** HRPDC staff will follow up on upcoming events.

**3. Media & Promotions**

The following media and promotional campaigns are planned for FY20:

- Fall Imagine a Day Without Water paid media campaign (October) – using new creative
- Spring Fixing Leaks paid media campaign (March) – using existing video/radio/digital creative
- Spring Value of Water paid media campaign (May) – using existing video/radio/digital creative
- askHRgreen social media branding campaign - *ongoing*

**Action:** RCS should have new creative for Committee review in August.

**4. Imagine a Day Without Water**

For FY20, breweries and coffee shops will again be asked to handout coasters and coffee sleeves on October 23<sup>rd</sup> for Imagine a Day Without Water. The Committee would also like to provide a nice

giveaway item (pint glass, Yeti tumbler, stemless wine glasses,) for each location to use for raffles, prizes, etc.

- The Committee reviewed cup options and selected four finalists to request samples for: Expres tumbler, Sperry tumbler, Refresh tumbler, Orbit tumbler, Venus pint glass.
- The Committee will recruit breweries and coffee shops (including bakeries) using the outreach materials and an online form. A one pager about the promotion would be helpful.
- For Our Future Virginia may be able to assist with recruitment and distribution of supplies.
- The Committee decided to purchase 3,500 each of coasters and coffee sleeves.

**Action:** HRPDC staff will create online form, blog post, and one pager and order supplies for IDWW.

## 5. Printing & Promotional Items

HRPDC staff ordered the following items:

- 2,500 silicone collapsible cups
- 9,000 reusable bags
- Seed bookmarks were not ordered because there was not a consensus via email. The Committee agreed to wait until spring to purchase seed bookmarks.
- The Stormwater Education Committee will be purchasing black eyed susan seed packets again but the Committee was not interested in joining that purchase this time.

**Action:** None.

## 6. Staff Reports

*Budget* – The final FY19 and current FY20 budget were provided for review. Final trailer expenses have been added to the FY19 budget. For FY20 (and moving forward) all Committees have agreed to place \$500 in a trailer replacement reserve fund.

Digital Marketing Report – HRPDC staff provided an overview of the digital marketing report for June.

**Action:** None.

## 7. Roundtable

- Newport News – mobile workforce and AMI projects continue, grant funds not received for lead pipe removal proposal so only goose necks will be replaced at this time.
- Help 2 Others – New website is nearing completion but there is an issue of who should create and manage the PayPal account (HRPDC or HRSD) which has held up the project, resolution was for HRPDC staff to open a new bank account solely for H2O funds.
- Virginia Beach – photo calendar and water quality reports completed
- Suffolk – conversion to mobile work orders

**Action:** None.

**Next Meeting:** The next meeting is scheduled for Thursday, August 22, 2019 at the HRPDC office in Chesapeake.