

**askHRgreen.org Stormwater Education Subcommittee**  
**Friday, May 15, 2017**  
**HRPDC - Chesapeake**

**In Attendance:**

Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC  
Helen Kuhns, LRNow  
Michelle Williams, NO  
Allison Watts, NN  
Paul Cuomo, JCC  
Elizabeth Vaughn, CH

David Kuzma, IW  
Sue Kriebel, VB  
Jamie Durden, SU  
Cris Ausink, HA  
Tammy Rojek, WM  
Ivan Shelton, YK  
Chrisi VanLear, PO

The summary for the meeting is as follows:

**1. Meeting Summary**

The April meeting summary was reviewed and approved.

**Action:** Summary approved.

**2. askHRgreen.org Events**

May 18 – Public Works Event, Virginia Beach  
May 25 – Sensible Seafood Festival, Virginia Beach  
June 3 – Clean the Bay Day Event, Virginia Beach  
June 8 – NASA Langley Safety & Health Expo, Hampton  
June 24 – Olden Days, Smithfield  
September 14-17 – Isle of Wight County Fair, Windsor  
September 30 – James River Fest, Williamsburg  
October 5-8 – Peanut Festival, Suffolk

Committee members were encouraged to submit waterway cleanup photos for promotion of Chesapeake Bay Awareness Week June 4-10.

**ACTION:** No volunteers needed at this time.

**3. Media & Promotions**

*Spring Media Campaign* – The Campaign summary report from the April 3-16 lawncare media campaign is not yet available and will be emailed to the group for review.

*Rainy Day Sidewalk Campaign*

- An official reveal and press conference was held before the April HRPDC meeting with Ella Ward (CH) and Michael Hippel (JCC). The Hampton Roads Show was on-site to film a segment that aired afterwards.
- Katie Cullipher appeared on the April 24th “Coast Live” program on WTKR.

- Southside Daily, Virginian-Pilot and the Suffolk News Herald all featured the project.
- Promotional resources (news release, social media postings, video, etc.) have been provided to committee members for local promotion in newsletters, on municipal TV, etc.
- Portsmouth, Isle of Wight and Smithfield are still waiting to apply stencils. Suffolk City Manager has requested additional applications at the municipal center.
- There should be product remaining if localities have locations scouted out for a second round of applications.
- HRPDC staff thanked the Rainy Day Workgroup for their hard work to coordinate this regional, joint committee initiative.

**ACTION:** Committee members should continue to promote the Rainy Day Sidewalk Campaign and notify HRPDC staff if additional stencil locations are identified.

#### 4. Bay Star Homes

The Committee had no issues or concerns to discuss.

**ACTION:** None.

#### 5. Grants

The Committee continued working on the project requirements of the Chesapeake Bay Restoration Fund grant. \$10,000 in funding was awarded to address:

- Workshops
  - Hampton – need summary from workshop
  - Suffolk – rain barrel workshops scheduled for May 20 & June 10
- Pet Waste Stations – 35 were purchased.
- Soil Testing Giveaway – Only eight samples were returned.
- Bay Star Homes Flags – 1600 were purchased.
- Bay Star Homes Folders – 2500 were purchased.
- Any excess grant funds will be returned to CBRF.

FY18 Chesapeake Bay Restoration Fund Grant - \$11,100 awarded. The following Committee members will meet after the next meeting to discuss working on the new grant programs: Sue Kriebel, Jamie Durden, and Allison Watts.

**Action:** HRPDC staff will work with localities on grant summary reporting for June 30 submission deadline.

#### 6. Promotional Items

The Committee discussed and approved ordering the following with the remaining funds in the FY17 printing & promotional item budget:

- Black-eyed Susan seeds – 5, 000 (Water Awareness Committee is ordering an additional 1,000 seeds)

- Hampton Roads Native Plant Guides - \$2,500 worth (1,600 guides)
- Coastal Virginia Green Magazine Publication - \$1,400 (1/4 of the cost split evenly between the four askHRgreen committees)
- For FY18, the Committee would like to order 5,000 reusable bags (approx. \$0.80 ea). Localities may order additional quantities to the final order at this unit price to be billed directly by HRPDC.
- For FY18, the Committee will consider ordering message pens. (Ivan Shelton was very happy about this decision.)

**Action:** HRPDC will place the orders as directed.

## 7. Staff Reports

*Budget* – The current FY17 budget was presented for review. The Committee also reviewed the draft FY18 budget and made the following allocations:

- askHRgreen contribution – \$20,000
- Mini Grant program - \$500 (to be combined with \$2,500 from the CBRF grant)
- Trailer Maintenance and Storage - \$1,000
- Printing & Giveaways - \$25,000
- Media & Public Relations - \$25,000

*Mini Grant Program Administration* – HRPDC recommended forming a joint mini grant advisory committee comprised of two representatives from each Committee. Each Committee will put in a contribution to a mini grant fund to be used for all applications received during the fiscal year. The Committee approved a \$3,000 contribution to the program. Water Awareness & Recycling/Beautification are also each contributing \$3,000 to the budget and FOG will contribute \$1,000 (to be part of the regional program but they don't typically have any mini grant applications for FOG topics). Each Committee will have two voting members on the advisory committee with the exception of FOG which will have one vote (1/2 vote for each member) on applications for a total of 7 votes total. Sue Kriebel (or delegate) and Cris Ausink volunteered to be the committee representatives on this advisory board.

**ACTION:** HRPDC staff will set up a meeting for the mini grant advisory committee members to discuss administering the program in this new capacity.

**Next Committee Meeting** is scheduled for Friday, June 16, 2017 in Chesapeake.