

askHRgreen.org Stormwater Education Subcommittee
Friday, May 17, 2019
VA Peninsula Health Center in Conference Room #4 (2nd Floor)
416 J Clyde Morris Blvd, Newport News, VA

In Attendance:

Barrett Belvin, PO	Tammy Rojek, WM
Dennis Brandon, PO	Heather Baggett, SU
Kim Hummel, IOW	Kim Moshier, NN
Michelle Williams, NO	Katie Cullipher, HRPDC
Ivan Shelton, YC	Rebekah Eastep, HRPDC
Tara Copeland, VB	Jill Sunderland, HRPDC

The summary for the meeting is as follows:

1. Meeting Summary

The April meeting summary was reviewed and approved.

Action: None.

2. askHRgreen.org Events

5/16	Sensible Seafood Fest	Virginia Beach
5/18	<i>Family Day at Newport News Shipyard</i>	<i>Newport News</i>
5/23	City of Virginia Beach Public Works Employee Picnic	Virginia Beach
5/31	CARE and Wellness day	Chesapeake
6/2	Colonial Coast Girl Scout World Environment Day	Chesapeake
6/6	NASA Langley Safety & Health Expo	Hampton
6/23	Elizabeth River Fest	Virginia Beach
6/28	TGIF Summer Concert Series	Suffolk
8/9	TGIF Summer Concert Series	Suffolk
9/28	Bow Creek Block Party	Virginia Beach
10/10 - 10/13	Peanut Festival	Suffolk
10/12	Lynnhaven River Now Fall Festival	Virginia Beach

Events - We will not be participating in Family Day at Newport News Shipyard.

Trailer update - The askHRgreen trailer is undergoing repairs to the exterior sheet metal in preparation for the new wrap application. The new wrap is scheduled for installation in early June when the trailer will not be in use.

ACTION: None.

3. Media & Promotions

The Committee discussed the following media and promotional campaigns:

- What do you know about storm drains? – one week online video campaign scheduled for June 17-23 using existing creative (editing the existing video down to :30 and :15 versions).

- Pet Waste - new two week campaign slated for June 3-16 with new creative
 - Creative was sent out via email for review prior to the meeting and the committee discussed the following updates:
 - Make the bacteria multiply in a stream instead of in the pipe
 - Add some “steam” to the poop image when it first appears
 - Put a pet waste station in the background in the opening scene where she is walking the dog (submitted via email after the meeting)
- askHRgreen social media branding campaign – ongoing
 - April campaign focused on Great American Cleanup promotion.

ACTION: HRPDC staff will submit changes to pet waste campaign creative for final production.

4. Regional Priorities for Stormwater Public Outreach

The Committee discussed the following priorities:

- New illicit discharge rack card for cleaning companies – HRPDC staff will put together draft content for review.
- Updating the existing fundraiser rack card
 - HRPDC staff will look for a picture showing teens or depicting a fundraiser car wash to replace one of the stock photos used.
 - Update: “Empty wash buckets into sinks or toilets.” to read “Empty wash buckets into sinks, toilets, or in a grassy area.”

ACTION: HRPDC staff will work on content for cleaning companies illicit discharge rack card, complete edits to updated car wash rack card and get quotes for printing 5,000 of those.

5. Bay Star Homes/Business

The Committee should discuss any updates or concerns with the regional program.

- Spring newsletter will be delayed due to askHRgreen newsletter and workshop announcements being recently distributed to mailing list. Proposed content for the spring newsletter includes:
 - Great American Cleanup
 - Reducing stormwater runoff
 - Straw Free Earth Day
 - Pool cleaning tips

ACTION: HRPDC staff will draft content for newsletter.

6. Grants

HRPDC staff updated the Committee on winning first place in the education/outreach category for the Write as Rain project in the Chesapeake Stormwater Network’s Best Urban BMB in the Bay Awards program. Localities are encouraged to submit their

projects to one of the categories for next year's BUBBA awards to help ensure Hampton Roads is well represented.

Regarding the Chesapeake Bay Restoration Fund Grant:

- HRPDC staff will compile the FY19 grant summary report due by the end of June.
- The FY20 grant is for \$3,000 for pet waste stations or rain barrel workshops.

ACTION: HRPDC staff will prepare grant report and get quotes for pet waste stations to be purchased at the end of the fiscal year.

7. Printing & Promotional Items

The Committee discussed a group order of storm drain medallions but decided there was not enough interest. HRPDC staff will send out an email to help facilitate a purchase for interested localities.

The Committee discussed items they would be interested in looking at for FY20:

- Reusable bags
- Pet waste stations
- Floating keychains
- Clean Healthy Bay brochures
- Sunglasses/sunglass straps
- Dog waste bag holders

ACTION: Committee members should inventory supplies to determine FY20 needs.

8. Roundtable

- York County – Ivan Shelton will be leaving in June to take a job with VaCor. This was his last meeting.

ACTION: None.

9. Staff Reports

Budget – FY19 budget was reviewed.

Digital Marketing Report – HRPDC provided a monthly report on social media and general website performance. Great American Cleanup events ranked highest in terms of page visits to the site in April.

ACTION: None.

Next Committee Meeting is scheduled for Friday, June 21, 2019 in Chesapeake.