

askHRgreen.org Stormwater Education Subcommittee
Friday, February 15, 2019
HRPDC - Chesapeake

In Attendance:

Jamie Durden, SU
Cris Ausink, HA
Garrett Feagans, PQ
Allison Watts, NN
Ivan Shelton, YC
David Kuzma, IW
Mary Eason, CH

Tara Copeland, VB
Michelle Williams, NO
Taylor Jones, VB
Helen Kuhns, Lynnhaven River Now
Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Jill Sunderland, HRPDC

The summary for the meeting is as follows:

1. Meeting Summary

The January meeting summary was reviewed and approved.

Action: None.

2. askHRgreen.org Events

February 9-10 – Hampton Roads Home Show, Hampton

February 19 – Colonial Heritage Garden Club, Williamsburg/JCC

March 9 – Community Association Day, Virginia Beach

April 18 – Norfolk Naval Shipyard Earth Day Fair, Norfolk

April 20 – Virginia Living Museum Earth Day, Newport News

April 22 – TCC Cares Day, Chesapeake

May 3-4 – National Kickoff to the Great American Cleanup – litter cleanups and beautification projects throughout Hampton Roads. Sponsors and volunteers needed.

June 23 – Elizabeth River Fest, Virginia Beach* - Virginia Beach should be able to assist

*Need volunteers for this event.

Trailer repairs – Because there were surplus funds in the trailer maintenance budget for FY19, a new exterior wrap will be purchased for the trailer. Additional body work and repairs to interior locks will also be completed. The cost of this work will be split by all four Committees (\$1,500 each) with the Water Awareness Committee covering any excess funds needed. RCS is working on the wrap design to be reviewed and approved by each Committee.

ACTION: HRPDC staff will work on trailer repairs and wrap design.

3. Media & Promotions

The Committee discussed the following media and promotional campaigns:

- What do you know about storm drains? video – one week online campaign scheduled for June 17-23

- Pet Waste - new two week campaign slated for early June
- askHRgreen social media branding campaign - ongoing

ACTION: None.

4. Regional Priorities for Stormwater Public Outreach

HRPDC staff provided an update on the mailing to landscaping companies in the region. Mailings are complete for Chesapeake, Newport News, Suffolk, and Virginia Beach. Mailings for Hampton, Norfolk, and Portsmouth are in progress.

Localities still have time to be included in the mailing

ACTION: Localities should send HRPDC staff a personalized letter, list of companies, and any locality attachments to include in the landscape company mailing.

5. Bay Star Homes/Business

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

- The Committee discussed developing standard resources for responding to the topics under “more information” which include: rain barrels, pet waste stations, rain gardens, living shorelines, and nutrient management plans.
- Spring newsletter content:
 - BSH Workshops
 - Native plants with link to guide
 - Ways to slow and treat stormwater
 - List of BSB
- HRPDC staff notified the Committee that there were no more carbon copy forms available for events. The Committee did not want to order more.

ACTION: HRPDC staff will develop content for spring newsletter.

6. Grants

The Committee continued discussing the CBRF grant for pet waste stations and rain barrel workshops.

- Newport News, Suffolk, Virginia Beach and James City County will each host a rain barrel workshop in late March to early April.
- Attendees will be charged \$20 to ensure attendance but funds will be used to purchase trees/shrubs and light refreshments.
- HRPDC staff will ask workshop hosts for input on selecting plant varieties.

ACTION: HRPDC staff will promote workshops and select plants for giveaway.

7. Printing & Promotional Items

The following items are available for pickup:

- 5,000 dog waste bag holders
- 2,500 hand sanitizers

- 5,000 message pens
- 250 BSB business card holders
- 2,500 BSB rack cards
- Illicit discharge rack cards by industry:
 - 1,000 pet care
 - 2,500 landscaping
 - 2,500 automotive services

Pet waste stations – Some localities are running low on pet waste stations. HRPDC staff can facilitate a regional order if needed or wait until July 1 to use CBRF grant funds to support the purchase. The two leftover stations from the FY19 purchase were issues to Isle of Wight and Newport News because they ran out of stations.

HRPDC staff has ordered 10,000 mood pencils.

ACTION: Committee members should pick up promotional items.

8. Roundtable

- Suffolk – DEQ audit, water quality testing process inspection, new assistant director
- Virginia Beach – Taylor on board to assist with outreach, looking for presentation samples for rain barrel workshop
- Hampton – rain barrel workshops upcoming, tree planting/New Market Creek cleanup planned.
- Norfolk – Green Infrastructure plan, street sweeping education and outreach effort.
- Lynnhaven River Now – upcoming events: Trashion Show/Wilderness Training, water quality testing process inspection, monthly cleanups (will inquire about changing May cleanup to coincide with GAC)

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.

ACTION: None.

Next Committee Meeting is scheduled for Friday, March 15, 2019 in Newport News.