

askHRgreen.org Stormwater Education Subcommittee
November 17, 2017
Warwick Room – Newport News City Center

In Attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Elizabeth Vandell, HRPDC
Jill Sunderland, HRPDC
Jamie Durden, SU
Ivan Shelton, YK
Allison Watts, NN

Michelle Williams, NO
Tara Onufrak, VB
Cris Ausink, HA
Melanie Coffey, VB
Kim Hummel, IOW
Dave Kuzma, IOW

The summary for the meeting is as follows:

1. Meeting Summary

The October meeting summary was reviewed and approved.

Action: None.

2. askHRgreen.org Events

March 3-4 – Hampton Roads Home Show, Hampton*

March 24-25 – Daffodil Festival, Gloucester (TBD)

January 15-18 - MAHSC/Home Gardener's Day, Virginia Beach*

**Need volunteers for this event.*

MAHSC/Home Gardener's Day Sponsorship – The Water Awareness Committee did agree to partner for this sponsorship by providing half of the requested bags (1,200 total).

ACTION: HRPDC staff will send out a request for volunteers.

3. Media & Promotions

The Leaves & Pet Waste campaign ran from October 23 – 29. The campaign included a special radio promotion for pet waste:

- Two extra pet waste stations given as prizes for the station to use in a “win a free pet waste station” giveaway. The entry form included the maintenance requirements of the grant program so that people will understand the responsibility of winning the station. The giveaway was featured at Pet Palooza at Hunt Club Farms in Virginia Beach and another event in Hampton.
- A campaign report should be available for review at the December meeting.

ACTION: HRPDC staff will follow up with the radio station to get information about the winners of the pet waste stations.

4. Regional Priorities for Stormwater Public Outreach

The Committee continued discussion of regional stormwater outreach efforts to meet Phase I and Phase II permit requirements.

- The Committee reviewed/edited copy for the new illicit discharge web page.
 - Jill Sunderland can send illicit discharge pictures for use by localities and on the website (if needed).
 - Recommended adding a link to “green” cleaning products if there is a blog post available.
- The Committee determined to not produce a general outreach illicit discharge rack card but would like to consider doing a business series at a later date.
 - Spanish language resources were also discussed as a possibility to consider for certain industries (i.e. landscaping).

The Committee discussed the Bay Star Businesses (BSB) draft criteria.

- The purpose is to make it very easy for businesses to sign up.
- The program will be a pledge only so there will be no monitoring or accountability. Once businesses have pledged, localities will have a database to target with information on how businesses could do more.
- The Committee has struggled to determine the best method for organizing the pledges but agreed to the following format:
 - Three main categories: Inside Your Business, Outside Your Business, and In the Community
 - Broad and generic pledges for each main category vs. specific pledges (i.e. keep outdoor areas litter-free, handle vehicles with care)
 - Multiple specific behaviors will be provided under each broad pledge as examples of how the business could meet that broad pledge. These will just be suggestions, not commitments for the businesses.
 - Each business must pick at least five total pledges across the three categories.
- Business will receive recognition (sticker and website acknowledgment) for signing up.
- Each location of a business will be required to register individually.
- BSB will also need a database for tracking information, this can be accomplished through Excel and managed by HRPDC staff.

ACTION: HRPDC staff will update content for the new illicit discharge webpage. HRPDC staff will work to develop a logo, draft form, online form and database for tracking pledges.

5. Bay Star Homes

There were no updates or concerns with the BSH program

ACTION: None.

6. Grants

The Committee was briefed on the status of projects under the CBRF grant:

- Green Learning Guides: Third grade will be the target for the guide. Other Committees have joined the workgroup to support the publication and have had first meeting to develop content. Another meeting is scheduled for Nov. 30th

ACTION: Green Learning Workgroup to meet again on November 30th.

7. Printing & Promotional Items

Message pens and “scoop the poop” stickers have arrived and are available for distribution. Dog waste bag holders and reusable bags are on order.

- Message pens – 5,000
- Scoop the Poop stickers – 5,000

The Committee reviewed quotes for hand sanitizer and decided against purchasing any at this time. The Committee would like to see quotes for a full sized funnel and reordering a food item for use next spring/summer.

ACTION: HRPDC staff will request quotes for full sized funnels and snack items.

8. Staff Reports

Budget – The current FY18 budget was reviewed.

askHRgreen.org Redesign Project – The website is available for review despite a few known issues. Committee members were asked to review the website with special attention to the locality pages. Edits were due by today but can be extended to after the Thanksgiving holiday if needed.

All-Hands askHRgreen Meeting – Friday, December 1 at 9:30 a.m. at the HRPDC office in Chesapeake. Promotional items will be available for pickup at this time.

Pet waste stations – Committee members should coordinate with Tara Onufrak of Virginia Beach to pick up pet waste stations by the end of November.

ACTION: Committee members should review the new website and send HRPDC staff any edits, bugs, etc. Committee members should pick up pet waste stations.

Next Committee Meeting is scheduled for Friday, December 15, 2017 at the HRPDC office in Chesapeake. This meeting will be a holiday gathering and breakfast food will be provided.