

4. **Imagine a Day Without Water**

Imagine a Day Without Water was October 23. The Committee discussed this outreach initiative with area businesses. In total, there were 26 businesses that signed on to become partners. Below are some of the takeaways from the promotion and ideas for improvements next year:

- Send partner correspondence out via Constant Contact email with graphics vs. regular email. It would feel more polished and may garner more attention than the text-heavy email.
- Create a web toolkit with links to download vs. sending files via email.
- Create a “thank you” video for participants – consider getting videos/quotes now from this year’s participants to use for next year’s promotion vs. trying to get this type of thing before the promotion next year.
- Have social media posts ready and scheduled in advance vs. trying to post so many updates with participants the day of.

Action: HRPDC staff will reach out to this year’s participants thanking them and inviting them to participate again in 2020.

5. **Printing & Promotional Items**

Reusable bags arrived and are available for pickup as needed. Committee members should coordinate with HRPDC staff to arrange for pickups. The Committee did not express any interest in new promotional items at this time.

Action: None.

6. **Staff Reports**

Budget – The current FY20 budget was provided for review.

H2O Rebranding Update – HRPDC staff provided an update on the new shareh2o.org website and the \$20 for 20 fundraising campaign. Committee members expressed an interest in having a \$20 for 20 poster to display in customer service areas and donation envelopes were distributed to those in attendance.

Action: HRPDC staff will have a \$20 for 20 poster created and distributed; staff will also reach out to local utility and communications representatives with campaign resources for sharing.

7. **Roundtable**

- Newport News – New public education coordinator has been hired and will attend the next committee meeting; Working on a H2O \$20 for 20 promotion/fundraiser for Waterworks staff that would involve buying a \$1 water drop to recognize a staff member who “keeps the water flowing” – raises money for the cause while boosting employee morale.
- General Discussion – Consider a Water Quality Report promotion in May 2020/Drinking Water Week promotion.

Action: None.

Next Meeting: The next meeting will be a combined November/December meeting, tentatively scheduled for December 19 with a catered lunch. HRPDC staff will send out an email to determine the best date/time and then confirm.