

askHRgreen.org Stormwater Education Subcommittee
September 15, 2017
Warwick Room – Newport News

In Attendance:

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

Melanie Coffey, VB
Kim Hummel, IOW
Michelle Williams, NO
Suzanne Dyba, JCC
Mary Eason, CH
Tara Onufrak, VB

The summary for the meeting is as follows:

1. Meeting Summary

The August meeting summary was reviewed and approved.

Action: Summary approved.

2. askHRgreen.org Events

September 14-17 – Isle of Wight County Fair, Windsor
September 17 – RiverFest 2017, Virginia Beach* (need one more volunteer from 1-4)
September 30 – James River Fest, Williamsburg
October 5-8 – Peanut Festival, Suffolk
October 7 – Lynnhaven River NOW Fall Festival, Virginia Beach*
October 7 – Norfolk Arbor Day Festival, Norfolk
October 21 – Comicon, Hampton
October 24-25 – Newport News Shipbuilding Event, Newport News
*Need volunteers for this event.

Bay Star Homes Fall Workshops:

Denbigh Community Center, Newport News
October 16th – 6:00 pm

HRPDC, Chesapeake
October 17th – 6:00 pm

ACTION: HRPDC staff will send out an email request for volunteers for staffing events.

3. Media & Promotions

The Committee reviewed the approved FY18 media budget and plan. Each specific campaign plan will be presented for approval by the Committee in advance on the campaign run date.

The Committee also reviewed and discussed the three year Regional Stormwater Public Outreach plan created at the August meeting. HRPDC staff added to the plan to identify strategies already in place to satisfy select requirements. Discussion included:

- Focusing on the launch of Bay Star Businesses first
- Sharing existing illicit discharge outreach materials with fellow Committee members to begin the discussion of regional outreach materials for illicit discharge.
- Fundraiser car washes – target the businesses that host the car wash not the community groups holding the car wash

ACTION: Committee members should share their illicit discharge outreach materials with the Committee.

4. Bay Star Homes

There was no new business for Bay Star Homes.

ACTION: None.

5. Grants

The Committee discussed the CBRF grant projects:

- Expanding Bay Star Homes to Bay Star Businesses: The workgroup is evaluating what “pledges” can be included and what the best format for the program will be.
- Green Learning Guides: It appears that third grade will be the target for the guide. Other Committees likely to join effort which will double page count to 16. A separate workgroup will be created with representatives from all four committees.
- Bay Star Homes Fall Workshops: Wax myrtle trees will be given out to all participants; two winners at each workshop will win rain barrels.

HRPDC staff notified the Committee that the FY19 CBRF grant application was due October 1. It was agreed that the committee would like HRPDC staff to apply again on their behalf and that the application should focus mainly on pet waste stations and rain barrel workshops.

Tara Onufrak will be joining the grant work group for Virginia Beach in place of Sue Kriebel.

ACTION: The grant work group will continue to meet and implement grant projects. HRPDC staff will submit an application for the FY19 CBRF grant.

6. Printing & Promotional Items

The Committee has ordered the following items:

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

Committee members discussed other promotional items for FY18 and requested quotes for hand sanitizer and dog waste bag holders.

ACTION: The Committee will inventory outreach materials and report back at the October meeting about what additional items may be needed.

7. Staff Reports

Budget – The current FY18 budget was reviewed. The FY19 budget was formally approved on September 7th.

Annual Report – The askHRgreen FY17 annual report is currently being finalized and will be distributed to the committee as soon as it is available along with the attendance report, promotional item distribution, executive summary/memo and a locality specific impact worksheet.

ACTION: None.

Next Committee Meeting is scheduled for Friday, October 20, 2017 at the HRPDC office in Chesapeake.