

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, February 28, 2019
HRPDC - Chesapeake

Attendees:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Lacie Wever, HRSD
Jerry Hoddinott, CH

Lori Woolman, NN
Laura Tworek, VB
Tamara Clore, SU
Rachael Gaul, NO

1. Meeting Summary

The January meeting summary was reviewed and approved.

Action: Summary approved.

2. askHRgreen.org Events

March 9 – Community Association Day, Virginia Beach
March 23-24 – Mid Atlantic Home & Outdoor Living Show, Virginia Beach*
April 16 & 18 – Anthem Eco Fair, Norfolk and 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
April 27 – Celebrate the Park, Newport News
June 23 – Elizabeth River Fest, Virginia Beach* - Laura may be interested
October 10-13 – Peanut Festival, Suffolk
October 12 – Lynnhaven River Now Fall Festival, Virginia Beach*
*volunteers needed for this event

Other possible events: Bodacious Bazaar, Chesapeake Wellness Day

Trailer Maintenance

- Locks have been repaired on trailer.
- RCS is working on wrap design for Committee review at March meetings.

Action: Committee members should consider volunteering for an upcoming event and reserve trailer early for any upcoming events.

3. Media & Promotions

The current FY19 media plan was reviewed

- Imagine a Day Without Water (Oct. 8-14) – *complete*
- Fix a Leak Week (March 18-24)
 - Reviewed and approved new creative for radio spot
 - Video asset is existing “man on the street” video regarding toilet leaks
- Value of Water (Drinking Water Week) – “water is life” video plus new radio/digital
- askHRgreen.org Social Media Brand Awareness Campaign – ongoing campaigns to boost presence on Facebook and Instagram. February campaign piggybacks off popular “Choose to Refuse” campaign

Action: Fix a Leak creative approved as edited.

4. Printing & Promotional Items

Committee members reviewed draft leak detection brochure and provided edits. The Committee recommended purchasing 5,000 brochures once approved.

Mood pencil order was resolved with a discount on the pencils. Pencils will still be distributed as planned despite the less than acceptable condition.

The Recycling & Beautification Committee agreed to a joint purchase of stainless steel straws as a compliment to their Straw Free Earth Day initiative. They suggested using pipe cleaners instead of ordering cleaning brushes as a cost saving measure.

- The Committee felt individual pipe cleaners would be wasteful and strongly recommended purchasing a straw that included the cleaning brush.
- The Committee approved the purchase of 5,000 straws with cleaning brush.

Action: HRPDC staff will get updated quotes for stainless steel straw with cleaning brush.

5. Roundtable

- Green Learning Guide received CEIC Award for Education. The Committee discussed submitting the project for a PRSA award as well.
- Help to Others Logo – The Directors of Utilities are selecting a new logo for the Help to Others program and should be reaching out to communications staff for input. The Committee reviewed the proposed logos and offered the following feedback:
 - Faucet top is juvenile, looks like helicopter
 - Too many droplets on option 2B
 - Share H2O very clearly explains the program and is connected to the web URL but would like to see the “SHARE” justified across the top (2D)
 - Dislike sarif font on option 3
 - Suggested Share H2O name on option 2 as an alternative
- Help to Others website may be ready to launch for Drinking Water Week.
- Virginia Beach – accepting calendar entries, response to Letter in Editor printed in Virginian-Pilot
- HRSD – continuing to develop a pharmacy take back box grant program, Earth Action Day with Ocean Lakes students, SWIFT teacher workshop, Engineer’s Week event well attended
- Norfolk – inquiries about water safety, hosting Utilities Rodeo
- Newport News – lead goose neck removal program
- Suffolk – Dominion warranty program prompting citizen inquires

Action: None.

6. Staff Reports

Budget – The FY19 budget was reviewed.

Digital Marketing Report – HRPDC staff will provide an overview of the digital marketing report for January.

Action: None.

Next Meeting: The next meeting is scheduled for Thursday, March 28, 2019 at the HRPDC office in Chesapeake.