

April 16, 2021

Memorandum #2021-66

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Water Awareness Subcommittee – April 22, 2021

The next meeting of the askHRgreen.org Water Awareness Subcommittee will be held on **Thursday, April 22, 2021 at 9:30 a.m.**

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the Subcommittee members, staff, and the general public, the askHRgreen.org Water Awareness Subcommittee meeting will be held electronically via Webex. Participants can join the meeting using the following credentials:

Join by computer: <https://hrpdc-418.my.webex.com/hrpdc-418.my/j.php?MTID=m34f1d67592e2412f9efe073d33885e33>

-or-

Join by phone: 1-415-655-0001

Meeting Number: 182 233 1704

Password: wB9V7x7jNJZ (92987975 from phones)

In the event you are unable to attend, please let us know. Comments and suggestions based on this agenda package are welcome. The Agenda for the meeting is as follows:

1. Meeting Summary

The meeting summary from March is attached for review and approval.

Attachment 1

Action: Approve the meeting summary.

2. askHRgreen.org Event Schedule

The current listing of events is as follows.

5/15	Fix-it Fair	Chesapeake
6/16	HRSD Woodstock Park Project	Virginia Beach
9/16-19	Isle of Wight County Fair	Windsor
10/7-10	Peanut Festival	Suffolk

Action: Based on discussion.

3. **Media Campaigns and Promotions**

The Committee will continue discussion of the FY21 media campaigns and promotions.

- Imagine a Day Without Water paid media campaign (October) – existing + *new creative* - *COMPLETED*
- Fixing Leaks paid media campaign (March 15-21) – *existing creative* – *COMPLETED*. The Committee will review the campaign summary report.
- Value of Water paid media campaign (May 3-9) – The Committee will review and approve the creative assets for this campaign.
<https://drive.google.com/drive/folders/1YA3UJv7GILbuY5q0Rs5nHMJBhf59w37x>
- April Showers Rain Barrel promotion – HRPDC staff will provide an update on this social media promotion.
- Annual Drinking Water & Wastewater Professionals Day (June 30) – The Committee should continue discussing promotional opportunities in support of this annual day of recognition.
- askHRgreen social media branding campaign – *ongoing*

Attachment 3A, 3B

Action: Based on discussion.

4. **Printing & Promotional Items**

Committee members should make arrangements with HRPDC staff to pick up supplies (water bottle stickers, seed bookmarks, sky cloths, etc.) as needed.

Action: Based on discussion.

5. **Roundtable**

Committee members should provide any updates or news from their local programs and discuss ongoing messaging in response to the COVID-19 pandemic.

Action: Based on discussion.

6. **Staff Reports**

The current FY21 budget is attached for review. Also attached is a draft FY22 budget for review and approval.

The Digital Marketing Report from March is attached for review.

Attachment 6A, 6B, 6C

Action: Make any changes and approval FY22 budget allocations.

Next Meeting: The next meeting is scheduled for Thursday, May 27, 2021 at 9:30am.