

June 17, 2021

**Memorandum #2021-101**

**TO: askHRgreen.org Water Awareness Subcommittee**

**BY: Katie Cullipher, Principal Environmental Education Planner**

**RE: askHRgreen.org: Water Awareness Subcommittee – June 24, 2021**

The next meeting of the askHRgreen.org Water Awareness Subcommittee will be held on **Thursday, June 24, 2021 at 9:30 a.m.**

Given Governor Northam's declaration of a state of emergency due to COVID-19 and the remaining serious risk, today's askHRgreen.org Water Awareness Subcommittee meeting is being held by electronic communication means through Zoom.

Participants can join the meeting using the following credentials:

Join by computer:

<https://us02web.zoom.us/j/86913268973?pwd=REFDZWQrdVJyeTNZS255UjFmTWZDdz09>

-or-

Join by phone: 1-301-715-8592

Meeting ID: 869 1326 8973

Passcode: 410252

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 May 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:

7/16	TGIF event	Suffolk
8/20	TGIF event	Suffolk
9/16 -		
9/19	Isle of Wight County Fair	Windsor

10/6-		
10/11	Suffolk Peanut Festival	Suffolk
10/9	LRNow Fall Festival	Virginia Beach

**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..*
- Value of Water paid media campaign (May 3-9) – *new creative - COMPLETED.* The Committee will review the campaign summary report.
- Virginia Annual Drinking Water & Wastewater Professionals Day (June 30) – Attached is an op-ed submitted to local publications.
- “Work for Water” Video – The Committee should continue discussing options for this new production. A revised production proposal is attached for review.
- askHRgreen social media branding campaign – *ongoing*

Attachment 3A, 3B, 3C

**Action:** Based on discussion.

### 4. **Printing & Promotional Items**

HRPDC staff will provide an update on the purchase stainless steel straws with carrying pouches and bamboo toothbrushes. Committee members should make arrangements with HRPDC staff to pick up any supplies (water bottle stickers, seed bookmarks, sky cloths, Green Learning Guides, 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.

The Digital Marketing Report from May is attached for review.

HRPDC staff will review a 10<sup>th</sup> Anniversary proposal with the Committee.

Attachment 6A, 6B, 6C

**Action:** Based on discussion.

**Next Meeting:** The next meeting is scheduled for Thursday, July 22, 2021 at 9:30am.