

July 16, 2021

Memorandum #119

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

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

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

The 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/87276940971?pwd=Z2kzT0tCTHQ5b1E4WTl5SkxDmVBUT09>

-or-

Join by phone: 1-301-715-8592

Meeting ID: 872 7694 0971

Passcode: 851436

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 June 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:

7/21	YNot WINDsday	Virginia Beach
8/20	TGIF	Suffolk
9/11 - 9/12	Mid Atlantic Home & Outdoor Living Show	Virginia Beach
9/16 - 9/19	Isle of Wight County Fair	Windsor
10/2/2021	Arbor Day	Norfolk
10/2/2021	VB Master Gardener Fall Gardening Festival	Virginia Beach

10/6-10/11	Suffolk Peanut Festival	Suffolk
10/9	Lynnhaven River Now Fall Festival	Virginia Beach
11/5	Litter and Recycling Expo	James City County

Action: Based on discussion.

1. FY22 Media Campaigns & Promotions

The Committee should discuss priorities for media campaigns and promotions in the new fiscal year. Below is a listing of FY21 campaigns and a link to a Google Drive file of creative assets available.

- Fall Imagine a Day Without Water Promotion & Media Campaign (October)
- Fix a Leak Week (March)
- Drinking Water Week (May)
- Media asset library:
<https://drive.google.com/drive/folders/151D62d0d2zX2c2hb5-0jTef7L2G0W8bu>

Action: Based on discussion.

3. Work for Water Campaign

The Committee will continue to discuss production of this three-part “Work for Water” video series, featuring employees in the following fields: Customer Service, Operations, Laborers. The Committee should discuss production schedule, filming dates, and specific locations for Newport News Waterworks and Virginia Beach Public Utilities employee interviews and B-roll capture.

Attachment 3

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 discuss any additional promotional item needs and make arrangements with HRPDC staff to pick up supplies (water bottle stickers, seed bookmarks, skoy 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. HRPDC staff will provide an update from the Regional Directors of Utilities Committee’s recent discussion of regional vs. local communications in regards to the lifting of the moratorium and resuming shut-offs.

Action: Based on discussion.

6. Staff Reports

The current FY22 budget and Monthly Digital Marketing Report for June are attached for review.

Attachment 6A, 6B

Action: Based on discussion.

Next Meeting: The next meeting is scheduled for Thursday, August 26, 2021 at 9:30am.