The meeting summary was as follows:

1. **Meeting Summary**
   The Subcommittee reviewed and approved the August meeting summary.

   **Action:** Meeting approved.

2. **askHRgreen.org Outreach Events, Promotions & Media Campaigns**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>9/11 - 9/12</td>
<td>Mid Atlantic Home &amp; Outdoor Living Show</td>
<td>Virginia Beach</td>
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<tr>
<td>9/16 - 9/19</td>
<td>Isle of Wight County Fair</td>
<td>Windsor</td>
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<td>10/2</td>
<td>Arbor Day</td>
<td>Norfolk</td>
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<tr>
<td>10/2</td>
<td>VB Master Gardener Fall Gardening Festival</td>
<td>Virginia Beach</td>
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<tr>
<td>10/6-10/11</td>
<td>Suffolk Peanut Festival</td>
<td>Suffolk</td>
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<tr>
<td>10/30</td>
<td>Girl Scout Gold Star Project Event</td>
<td>James City County</td>
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<tr>
<td>11/6</td>
<td>Lynnhaven River Now Fall Festival</td>
<td>Virginia Beach</td>
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Mid-Atlantic Home & Outdoor Living Show was well attended even though the event was scaled back from previous years. Many signups for the enewsletter were gathered. More soil testing forms needed for the trailer.

Additional volunteers needed for the Suffolk Peanut Festival (Friday-Sunday). Free parking and tickets for volunteers.
Gloucester would like to have the trailer for the Daffodil Festival in April 2022.

Norfolk has requested the trailer for Jammin' Jamz in January 2022.

**Action:** Suffolk will share a schedule of shifts for the Suffolk Peanut Festival. Committee members should reserve the trailer for any upcoming events.

### 3. Media Campaigns & Promotions

The Committee discussed priorities for media campaigns and promotions in the new fiscal year.

- **Paid media**
  - Fall leaves & lawn care – Pickup of chalkboard-style campaign
    - Campaign starts September 27th
    - One-week radio, two-weeks online/social (Facebook/Instagram, pre-roll, CTV/streaming, retargeted ads)
    - Hampton Roads Show interview on October 8th - Michelle Williams from Norfolk volunteered to participate.
  - The Committee has requested two new creative ad campaigns in FY22. Each new video will be about $5,000 leaving about $9,000 total in the media budget for media campaigns. The Committee agreed to use the Reserves budget to support the development of new campaigns and extend additional media campaigns.
    - Pet waste - new creative - summer 2022
    - Household hazardous waste storage & disposal – spring 2022
  - Fall Tree Giveaway using promotional items
    - Lynnhaven River Now has provided tree recommendations.
    - People can enter the drawing by signing up for the enewsletter.
    - The giveaway will run in mid-October and be announced with a news release and social media. Winners could be picked weekly to help promote the contest and keep momentum.
    - Logistically HRPDC staff would like to partner with a nursery to facilitate pickup. McDonald’s may be a good partner since they have locations southside or peninsula. Other nursery recommendations are welcomed.
    - Winners would also need a care sheet for their tree.
    - Fringe tree or redbud tree were recommended by the Committee.
    - The Committee agreed to earmark $1,000 to support the tree giveaway.

**Action:** HRPDC staff will coordinate a tree giveaway in October. The Committee will use reserve funding to support the development of two new video campaigns.
4. **Chesapeake Bay Restoration Fund Grant**

The Committee was awarded $15,000 from the Chesapeake Bay Restoration Fund Grant.

- Car wash kits - Newport News, Norfolk, Portsmouth, Virginia Beach, Williamsburg, Hampton, plus an extra for regional use
  - HRPDC staff have ordered all parts except the spill berms which cannot be found in stock. HRPDC staff are welcome to recommendations for additional vendors.
- Rain barrel workshops - Newport News, Hampton, Suffolk, Chesapeake, James City County/Williamsburg
  - Newport News will hold first workshop on October 4th. Registration will go out once barrel purchase is confirmed.
  - Other localities should continue to work on finalizing plans for workshops
    - Hampton is looking at a date in February for an in-person workshop
    - Chesapeake is looking at spring and may consider the take and make format.
    - Suffolk is considering a take and make format but has not confirmed when the workshop will be scheduled.
- Pet waste stations - All localities
  - Stations are now available for pickup at Virginia Beach Public Works. Committee members were asked to arrange pickup as soon as possible.

**Action:** HRPDC staff will continue to implement the CBRF grant.

5. **Promotional Items**

The new “Water Quality in Hampton Roads” brochures have arrived and are available for pickup. Also available are Scoop the Poop rack cards and hand sanitizers for those who have not yet picked them up.

- Suffolk is in need of dog waste bag holders, scoop the poop stickers, goldfish/Swedish fish, black-eyed susan seeds, and floating key chains. The only promotional items they receive are those purchased regionally.
  - Seeds and food may expire before they can be distributed depending on the future of COVID restrictions.
  - Bumper stickers go well with pet waste stations and other scoop the poop items. The Committee would like to see new artwork to review at the October meeting. The new design should highlight the “even in your own backyard” message.

**Action:** Committee members should pickup printed materials and hand sanitizer.
6. Bay Star Homes & Business Program
The Committee discussed any updated for Bay Star Homes & Businesses.
- Newport News has provided some updates to the database for participants who have moved away from Newport News.

Action: None.

7. Public Comment and Roundtable
- Newport News - In need of cigarette receptacles, HRPDC staff can discuss this with the Recycling & Beautification Committee as well.
- #NoButtsAboutIt initiative - Gloucester would be interested in showcasing the large scale cigarette. Gloucester Clean County Commission should have supplies. York County also has supplies to provide. There is no plan at this time to do another regional push. HRPDC staff does have pocket ashtrays to provide as a giveaway item to support this message.
- Virginia Beach - interested to know how Norfolk continued to get Bay Star Homes signups during COVID. Norfolk uses events, item giveaways (trees/rain barrel giveaway), and HRUBS message insert.

Action: None.

8. Staff Reports
FY21 Budget – The current FY22 budget was provided for review. The Regional Environmental Committee is in the process of reviewing and approving the FY23 budget. The proposed budget was flat with a small contribution from reserve funding to offset the locality contribution.

Action: None.

Next Committee Meeting is scheduled for October 15, 2021.