

September 16, 2021

Memorandum #2021-138

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Water Awareness Subcommittee – September 23, 2021

The next meeting of the askHRgreen.org Water Awareness Subcommittee will be held on **Thursday, September 23, 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/88932920471?pwd=dnJDK0hGNWtOK242Zi9MTE1ZWmxNdz09>

-or-

Join by phone: 1-301-715-8592

Meeting ID: 889 3292 0471

Passcode: 392345

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 July is attached for review and approval.

Attachment 1

Action: Approve the meeting summary.

2. askHRgreen.org Event Schedule

The current listing of scheduled events is as follows:

9/16 - 9/19	Isle of Wight County Fair	Windsor
10/2	Arbor Day	Norfolk
10/2	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
10/30	Girl Scout Gold Star Project Event	James City County
11/5	Litter and Recycling Expo	James City County
1/30	Jammin' Jamz	Norfolk

Action: Based on discussion.

3. **FY22 Media Campaigns & Promotions**

The Committee will discuss the following media campaigns.

- Imagine a Day Without Water Promotion & Media Campaign (October)
- Fix a Leak Week (March)
- Drinking Water Week (May)

Action: Based on discussion.

4. **Work for Water Campaign**

The Committee will continue to discuss production of the new “Work for Water” video series, featuring employees in various job categories. The current production plan and filming schedule is available via the Google doc at the link below:

https://docs.google.com/document/d/1yLvoa5MK-ZXNDND1_YtpxIXmGubxdX7BYd7xyehry-1/edit#

Action: Based on discussion.

5. **Printing & Promotional Items**

The stainless steel straws and bamboo toothbrushes have arrived. Committee members should discuss any additional promotional item needs and make arrangements with HRPDC staff to pick up supplies as needed.

Action: Based on discussion.

6. **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.

7. **Staff Reports**

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

Attachment 7A, 7B

Action: Based on discussion.

Next Meeting: The next meeting is scheduled for Thursday, October 28, 2021 at 9:30am.