

Action: None.

6. Staff Reports

Coastal Virginia Magazine:

Draft editorial content and infographics were sent via email for review. Edits have been compiled and submitted to Coastal Virginia Magazine.

- Sales Update: The Sales Team did not meet expectations on selling ads to support the magazine. As a result, HRPDC staff, Cahoon & Cross, and Coastal Virginia Magazine agreed to a new format.
- The content will be reformatted to appear over the course of several editions of the main Coastal Virginia Magazine. A “magazine” made up of exclusively Green Magazine content would then be run so that committee members would still receive a booklet of the content to distribute (printing will be done at cost, but a cost would be associated with this option and paid for with the askHRgreen budget, not Committee funds).

Budget – Approved as presented.

Printed Materials

HRPDC staff notified the Committee that inventory was low for BMP posters and brochures. The Committee requested that HRPDC staff order between 2,000 and 3,000 of each depending on price breaks.

Action: HRPDC staff will order printed materials.

Next Meeting – Tuesday, April 19, 2016 at 9:30 a.m. in Chesapeake.