

April 16, 2015

Memorandum #2015-50

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Senior Environmental Education Planner

RE: askHRgreen.org: Water Awareness Subcommittee – April 23, 2015

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, April 23, 2015 at 9:30 a.m.** in **HRPDC Board Room A, The Regional Building, 723 Woodlake Drive, Chesapeake, VA 23320**. 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 for March is attached for your review and information.

Attachment 1

ACTION: Approve the meeting summary.

2. askHRgreen.org Events

April 22 – TCC CARES Earth Day Celebration, Chesapeake

April 24 – Booker T. Washington Middle School Go Green Program, Newport News

April 25 – The Hampton Roads Green Breakfast, VWC (Norfolk)

May 2 – EcoFest, Norfolk – ***Need volunteers to staff this event!!***

May 5-6 – VRA Conference, Virginia Beach

May 8 – VB Public Utilities Dam Neck Event, Virginia Beach

May 9 – Culpepper Landing Earth Day Event, Chesapeake

May 21 – Sensible Seafood Festival, Virginia Beach

May 29 – Blayton Elementary School, Williamsburg

June 18 – NASA Langley Health & Wellness Fair, Hampton

June 27 – Olden Days, Smithfield

August 4 – National Night Out, Virginia Beach

September 11-13 – Hampton Bay Days, Hampton

September 12 – RiverFest, Norfolk – ***Need volunteers to staff this event!!***

September 16-21 – Isle of Wight County Fair, Windsor

October 8-11 – Peanut Festival, Suffolk

October 12 – Keep Hampton Roads Beautiful Golf Tournament, Chesapeake*

**Still need 1-2 volunteers from each askHRgreen.org subcommittee to sit on the KHRB Golf Tournament Executive Committee*

ACTION: According to discussion.

3. **Media & Promotions**

Media Schedule:

- September 22 – October 4: Sustainability radio, online, Facebook
- February 23 – March 8: Infrastructure (joint campaign with FOG) radio, online, Facebook
- March 9-22: Fix a Leak Week radio, online, Facebook
- March 23 – April 4: Lawncare/Outdoor Watering (joint campaign with Stormwater) radio, online, Facebook
- March/April – Coastal Virginia Magazine’s “Green Magazine” insert distribution

ACTION: According to discussion.

4. **Drinking Water Week Video Series**

The Drinking Water Week video filming will be taking place on Saturday, April 18, 2015 at Earth Day at Mt Trashmore in Virginia Beach. An alternative rain location is the Virginia Living Museum’s Earth Day event on the same day. The basic outline for the three videos is attached. Draft videos should be available for review by April 30th with final revisions completed and ready for distribution during Drinking Water Week.

Attachment 4

ACTION: According to discussion.

5. **Promotional Items**

The Committee’s order of 5,000 water bottles have arrived. Attached is a breakdown of quantities by locality. Committee members are encouraged to pick up supplies as needed.

Attachment 5

ACTION: Committee members should arrange to pick up water bottles as needed.

6. **Staff Reports**

Budget – The current FY 15 budget is attached for review.

The HRPDC Staff will provide an update on the status of the RFP for askHRgreen.org media and marketing services.

Attachment 6

ACTION: According to discussion.

The next Committee meeting is scheduled for **Thursday, May 28, 2015** at 9:30 a.m. at **Newport News Water Works**.

KRC/jc

askHRgreen.org: Water Awareness Subcommittee:

Rhonda Bowen, HRSD

Dan G. Clayton III, WM

Beth Davis, JC

Bryan D. Foster, PO

J. Arnie Francis, GL

Deidre Harmon, NO

Jerry Hoddinott, CH

Donna Holt, IW

Julien W. Johnson Jr., SH

Harry C. Kenyon, NO

Melissa Lindgren P.E., IW

Albert Moor II, SU

Dave Morris AICP, NN

Russell Pace, FR

Lynn Proctor, VB

Jack Reed, SM

Ellen Roberts P.E., PQ

Erica Roberts, VB

Tammy Rojek, WM

Rhonda Russell, SY

Bob Speechley, PQ

S. Mark Swilley, YK

Kim Wieckert, SU

Lori Woolman, NN