

November 10, 2016

**MEMORANDUM #2016-141**

**TO: askHRgreen.org: Stormwater Education Subcommittee**

**BY: Katie Cullipher, Principal Environmental Education Planner**

**RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – November 18, 2016**

The next meeting of the askHRgreen.org Stormwater Education Subcommittee will be held on Friday, **November 18, 2016 at 9:30 a.m.** in the **Warwick Room at Newport News City Center located at 700 Town Center Dr., Newport News, VA 23606.**

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**

Attached is the October meeting summary for review and approval.

Attachment 1

**Action:** Approve summary.

**2. askHRgreen.org Events**

February 11-12 – Hampton Roads Home Show, Hampton Convention Center

April 22 – Virginia Living Museum Earth Day Event, Newport News

**Action:** Based on discussion.

**3. Media & Promotions**

The Committee should review the two radio ads (drill sergeant & friendly neighbors) and determine which to use for the spring media campaign. The Committee should also continue discussion of the rainy day sidewalk messaging joint campaign. A new proposal will be available for review and the following message points were proposed in October:

- Focus on the Committee's priority areas: pet waste, storm drains/storm drain awareness, and fertilizer.
- Connect with general water awareness where possible.

Attachment 3A, 3B

**Action:** Based on discussion.

#### 4. Bay Star Homes

The Committee should discuss any issues or concerns with the BSH program.

**Action:** Based on discussion.

#### 5. Grants

The Committee should continue working on the project requirements of the Chesapeake Bay Restoration Fund grant. \$10,000 in funding was awarded to address:

- Workshops - At least two to be held in the spring on the peninsula and southside in partnership with groups such as the master gardeners.
- Pet Waste Stations – 35 have been purchased.
- Soil Testing Giveaway – HRPDC has mailed notices to winners of October giveaway.
- Bay Star Homes Flags – 1600 have been purchased.
- Bay Star Homes Folders – 2500 have been ordered.
- Other grant opportunities
  - Chesapeake Bay Restoration Fund 2017 – application was submitted in October, awaiting award determination in December.

**Action:** Based on discussion.

#### 6. Promotional Items

Hand sanitizer, dog waste bag holders, BSH window clings and goldfish have been ordered. The Committee should review the attached artwork from the Swedish fish order and decide whether it should be modified for the goldfish. The goldfish order is on hold to be received in March.

Attachment 6

**Action:** Based on discussion.

#### 7. Staff Reports

*Budget* – The current FY17 budget is attached for review.

Attachment 7

**Action:** Based on discussion.

**Next Committee Meeting** is scheduled for Friday, December 16, 2016 at the HRPDC office in Chesapeake.

KC/sl

**askHRgreen.org: Stormwater Education Subcommittee:**

Chris Ausink, HA  
Debbie Blanton, HA  
Sherry Coffey, PQ  
Paul Cuomo, JC  
Jamie Durden, SU  
Suzanne Dyba, JC  
Sherry Earley, SU  
Amy Green, YK  
Wayne Griffin, SM  
Kim Hummel, IW  
Fleta Jackson, NO  
Donald Jennings, IW  
Julien W. Johnson Jr., SH  
David Keeling, SU  
Youssef Khalil, PO  
Sue Kriebel, VB  
David Kuzma, NN  
Melissa Lindgren P.E., IW  
Casey Magruder, NO

Ron Owens, GL  
Russell Pace, FR  
Scott Rae, GL  
Jo Anna Ripley, JC  
Ellen Roberts P.E., PQ  
Tammy Rojek, WM  
Erin Rountree, SU  
Rhonda L. Russell AICP, SY  
Gina D. Shaw, NO  
Ivan Shelton, YK  
Aaron Small, WM  
Bob Speechley, PQ  
Michael Stallings, WINDSOR  
Christina VanLear, PO  
Elizabeth Vaughn, CH  
Beverly Walkup, IW  
Allison Watts, NN  
James Wright, PO

**askHRgreen.org: Stormwater Education Subcommittee Copy:**

Jameson Brunkow, JRA  
Sara Felker, Elizabeth River  
Noah Hill, DEQ  
Helen Kuhns, Hoffer Creek  
Emily Bodsford Hatfield, Lynnhaven  
River Now

John McLeod, Elizabeth River  
Pam Northam, LRN  
Amy Robins, DEQ  
May Sligh, DCR  
Elizabeth Taraski