

December 12, 2016

MEMORANDUM #149

TO: askHRgreen.org: Stormwater Education Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – December 16, 2016

The next meeting of the askHRgreen.org Stormwater Education Subcommittee will be held on Friday, **December 16, 2016 at 9:30 a.m.** in **Board Room A** at the **HRPDC Office** located at **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

Attached is the November 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 continue discussion of the rainy day sidewalk messaging joint campaign. Attached is the revised estimate for executing the campaign as well as a sample stencil design.

Search Engine Marketing (SEM) Campaign – The Committee should review the stormwater-related keywords and ads currently active with the SEM campaign and suggest any edits or additions.

Attachments 3A, 3B, 3C

Action: Approve rainworks campaign proposal.

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 sanitizers, dog waste bag holders, BSH flags, folders and window clings have all arrived and are now available for pickup from the HRPDC office. The goldfish artwork is approved and that order is currently on hold to be received in March.

Action: Pick up promo items from HRPDC.

7. Staff Reports

Budget – The current FY17 budget is attached for review along with Cahoon & Cross invoices.

Website Redesign Project – The Committee's content is ready for review and editing before migration over to the new website. The Committee should discuss a review process for this information.

Attachments 7A, 7B

Action: Based on discussion.

Next Committee Meeting is scheduled for Friday, January 20, 2016 in Newport News.

KC/bv

askHRgreen.org: Stormwater Education Subcommittee:

Chris Ausink, HA	Ron Owens, GL
Debbie Blanton, HA	Russell Pace, FR
Sherry Coffey, PQ	Scott Rae, GL
Paul Cuomo, JC	Jo Anna Ripley, JC
Jamie Durden, SU	Ellen Roberts P.E., PQ
Suzanne Dyba, JC	Tammy Rojek, WM
Sherry Earley, SU	Erin Rountree, SU
Amy Green, YK	Rhonda L. Russell AICP, SY
Wayne Griffin, SM	Gina D. Shaw, NO
Kim Hummel, IW	Ivan Shelton, YK
Fleta Jackson, NO	Aaron Small, WM
Donald Jennings, IW	Bob Speechley, PQ
Julien W. Johnson Jr., SH	Michael Stallings, WINDSOR
David Keeling, SU	Christina VanLear, PO
Youssef Khalil, PO	Elizabeth Vaughn, CH
Sue Kriebel, VB	Beverly Walkup, IW
David Kuzma, NN	Allison Watts, NN
Melissa Lindgren P.E., IW	James Wright, PO
Casey Magruder, NO	

askHRgreen.org: Stormwater Education Subcommittee Copy:

Jameson Brunkow, JRA	John McLeod, Elizabeth River
Sara Felker, Elizabeth River	Pam Northam, LRN
Emily Bodsford Hatfield, LRN	Amy Robins, DEQ
Noah Hill, DEQ	May Sligh, DCR
Helen Kuhns, Hoffer Creek	Elizabeth Taraski