

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, February 25, 2016
HRPDC - Chesapeake

Attendees:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Jerry Hoddinott, CH

Erica Roberts, VB
Latoya Henry, NO
Molly Bertsch, HRSD

1. Meeting Summary

The January meeting summary was approved.

2. askHRgreen.org Events

February 19-21 – Mid-Atlantic Home & Garden Show, Virginia Beach
March 12 – SEVA Community Association Day, Virginia Beach
April 16 – Virginia Living Museum Earth Day, Newport News
April 21 – TCC Earth Day Event, Chesapeake
April 23 – Earth Week Event, Williamsburg
April 30 – James River Fest, Williamsburg
May 21 – Family Fun Fest at Chickahominy Riverfront Park, James City County
June 25 – Olden Days, Smithfield
September 15-18 – Isle of Wight County Fair

- Committee members were encouraged to reserve the trailer early for any upcoming events.

Action: None.

3. Media

The Committee reviewed and discussed the spring TV media campaign.

- Ads & Schedules
 - Fix A Leak – *March 14-20*: storyboard approved, draft video approved via email
 - Value of Water – *May 2-8*: waiting for storyboard development
 - Infrastructure – *June 6-12*: – storyboard approved, waiting on draft video
 - TBD – *June 13-19*: Committee members will need to decide whether Value of Water or Infrastructure will run during this additional week. The decision can be made upon completion of both ads.
- Online Support
 - All ad campaigns will have online support during the same week using pickups of creative from past campaigns.
 - Online support will include Facebook/online display and pre-roll (i.e. preview videos on WTKR online).

The Committee discussed combining promotions for Drinking Water Week, May 2-8 and Give Local 757 on May 3rd.

- “Find the Magic Faucet” - two “magic faucets” set up – one on the southside provided by Virginia Beach and one on the peninsula provided by Newport News.
- Visitors to the magic faucets will receive an askHRgreen.org goodie bag filled with promotional items (may be limited to the first XX number of visitors)
- Visitors will be encouraged to take a selfie with the magic faucet and post to social media with a hash tag – similar to the model used for the Hague rubber ducky in Norfolk.
- Volunteers can promote a donation to Help 2 Others for Give Local 757.

- Promote TV ads and previously produced Q&A videos through the blog, social media, newsletter, etc.
- Look for a partnership with radio stations. There is potentially a small budget for paid promotions to assist the event and/or station promotions.

Action: HRPDC staff will discuss options for the “Find the Magic Faucet” promotion with Cahoon & Cross.

4. Aging Infrastructure Webpage Copy

The Committee reviewed and approved the content changes for the Aging Infrastructure page of askHRgreen.org as suggested by Harry Kenyon (NO).

- <http://askhrgreen.org/aging-water-infrastructure/>

Action: HRPDC staff will update content with approved changes.

5. Promotional Items

The Committee voted to purchase 5,000 seed bookmarks.

Other promotional items ordered to date include: Measuring cups – 1,000, Collapsible cups – 2,500, Message pens – 2,500, Toothpaste squeeze – 2,500, Hose nozzles – 500, Showerheads – 50, Measuring spoons – 2,500, Reusable bags – 10,000, and Wristbands – 2,500.

Action: HRPDC staff will order 5,000 seed bookmarks.

6. Give Local 757

The H2O Program will be a part of the 3rd Annual Give Local 757 (<https://givelocal757.org/>) 24-hour fundraising drive on May 3, 2016. Give Local 757 was created by the Peninsula Community Foundation in 2014 and in two short years has become the single largest fundraiser in Hampton Roads history. Last year, the event raised \$430,000 for 155 nonprofits in 24 hours and this year’s goal is to raise \$1,000,000. The Committee discussed ways to promote the campaign across all localities:

- Help 2 Others is a 501(c)3 emergency assistance program of the Directors’ of Utilities, HRSD and HRPDC administered by local Salvation Army offices. Donated funds are split between participating localities based on population. No administrative costs are paid with donations so 100 percent of donations go directly to people in need.
- Overall online donations are becoming the primary method of donation and because they are typically smaller donations than those made by envelope, Committee members should help support online donations where possible (i.e. add logo, link, etc. to utility webpages).
- Localities & HRSD should prominently promote and link to H2O Give Local 757 page: <https://givelocal757.org/npo/help-to-others-h2o-program>
- HRPDC staff will develop a resource toolkit including: sample newsletter content, rack cards (already printed and in stock), blog posts and social media postings.
- Committee members should promote Give Local 757 internally among staff.

Action: HRPDC staff will continue to work on promotional plan for Give Local 757. Localities should look into adding link to standard H2O program and donation information (www.shareh2o.org) to city/county pages.

7. Staff Reports

Green Magazine Update – Draft editorial content and infographics were sent via email for review. Edits have been compiled and submitted to Coastal Virginia Magazine. The tap water editorial feature was also reviewed and approved (as edited) via email.

- 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 are discussing the best option for moving forward. Options include:
 1. Delaying the release of the magazine until the necessary number of ads can be sold.
 2. Reformatting the content 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).

Budget – The current budget was reviewed and approved. Additional funds from the promotional item budget may be used to support the Magic Faucet promotion during Drinking Water Week.

Mini Grant – The Committee reviewed the Life Cycle Garden project and determined that voting should wait until additional information was submitted by the teacher.

Action: HRPDC will continue to work with Cahoon & Cross and Coastal Virginia Magazine to determine the best way to move forward with Green Magazine. HRPDC staff will send out mini grant application via email once additional information is received from teacher.

Next Meeting: Thursday, March 24, 2016 at 9:30 a.m. at the HRPDC office in Chesapeake.