

**askHRgreen.org Stormwater Education Subcommittee**  
**Friday, October 21, 2016**  
**HRPDC - Chesapeake**

**In Attendance:**

Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC  
Allison Watts, NN  
Fleta Jackson, NO  
Ivan Shelton, YK  
Jamie Durden, SU

Cris Ausink, HA  
Tammy Rojek, WM  
Melanie Coffey, VB  
Anne Payne, PQ  
Kim Hummel, IOW  
Daniel Robinson, Virginia Tech

The summary for the meeting is as follows:

**1. Meeting Summary**

The September meeting summary was reviewed and approved.

**Action:** Summary approved.

**2. askHRgreen.org Events**

October 19 – Energy & Water Expo, NASA-Langley Research Center  
October 20 – CNU Farmer’s Market, Newport News  
October 22 – Lynnhaven River Now Fall Festival & HRSLE, Virginia Beach  
October 22 – 3rd Annual Recycling & Litter Expo, Williamsburg  
November 15 – America Recycles Day – multiple events in localities\*

2016 events will wrap up in October. No additional volunteers are needed at this time.

**ACTION:** None.

**3. Media & Promotions**

The Committee reviewed and discussed the draft media plan and schedule:

- Leaves Down the Drain/Pet Waste – Nov. 7-20
  - The Committee reviewed and approved True/False questions to be used in the on-air contest included with this paid campaign
- The Rainy Day Sidewalk Promotion
  - Rainy Day Sidewalk work group will investigate locations, approvals, logistics, and messages. At least one representative from each locality should plan to participate.
  - HRPDC staff has received approval from both DEQ and HRSD regarding the safety of the Rainworks product.
  - HRPDC staff provided the estimate for this promotion which is not covered for the Stormwater Education Committee. The Committee recommended the following changes:

- Eliminate buying the product from the estimate in favor of more/larger stencils. HRPDC staff will procure the product.
- Product can be purchased via Committee budget plus any additional product that a locality would like to purchase individually at the bulk rate.
- Each bottle covers 80-110 square feet so the estimate includes approximately 2 messages per locality.
- Cost to Stormwater Education committee is \$1,718.75
- The Committee discussed message points for the Red Chalk Studios staff to use in developing the stencils:
  - Focus on the Committee's priority areas: Pet waste, storm drains/storm drain awareness, and fertilizer.
  - Connect with general water awareness where possible

**ACTION:** HRPDC staff will share message points and trivia questions with Cahoon & Cross.

#### 4. Bay Star Homes

The Committee had an opportunity to discuss any updates/concerns with the program.

- HRPDC staff provided pricing and artwork for the proposed BSH cling
  - HRPDC staff presented sample artwork/slogans for the cling
  - The Committee asked HRPDC staff to purchase 5,000 each of the most popular artwork (tentatively the cloud and crab samples)
  - The Committee asked to finalize artwork via online poll
- Flag poles have arrived and are available for pickup in Norfolk.

**ACTION:** HRPDC staff will provide online polling for final cling artwork and place order for 10,000 clings (5,000 of each design). Committee members should coordinate with Fleta Jackson of Norfolk to pick up flag poles.

#### 5. Grants Workgroup

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

- Workshops modeled after Turf Love University
  - In partnership with groups such as the master gardeners
  - At least two workshops to be held in the spring: peninsula and southside
    - Hampton planning event with Countryside Gardens
    - Suffolk looking into rain barrel workshop
    - Additional program details to be determined
- Pet Waste Stations – 35 have been purchased and are available for pickup in Norfolk
- Soil Testing Giveaway – HRPDC has mailed notices to winners. The promotion will run again for the month of October.
- Bay Star Homes Flags – 1,600 flags on order

- Folders – the remaining printing item budget will be applied towards the purchase of 2,500 BSH presentation folders
- Planning - Grants workgroup should discuss other grant opportunities and application preparation in advance of upcoming deadlines.
  - Chesapeake Bay Restoration Fund – a new application was submitted that expanded on the current year’s project by adding in Bay Star businesses, mini-grants, native plants, rain barrels, and a Green Learning Guide.
  - Virginia Environmental Endowment Grant – application deadline is December 1 (*a new Green Learning Guide for Elementary Ed?*)

**Action:** Committee members that are interested in holding local workshops should continue to identify partners, projects, needed supplies and workshop locations. Committee members should return soil samples to HRPDC staff.

## 6. Promotional Items

The Committee approved the following purchases from the FY17 promotional item budget:

- Hand sanitizer (with carabineer) – 2,500
- Dog Waste Bag Holders – 5,000
- Goldfish Snack Packs (hold delivery until March) – 2,500
- BSH Folders – 2,500
- Window Cling – 10,000 (5,000 each design)

**Action:** Committee member will have an opportunity to add additional items to the purchase if the regional allocation is not sufficient.

## 7. Staff Reports

**Budget** – The current FY17 budget and recent Cahoon & Cross invoices were presented for Committee review.

**ACTION:** None.

**Next Committee Meeting** is scheduled for Friday, November 18, 2016 in Newport News.