

askHRgreen.org Stormwater Education Subcommittee
Friday, November 18, 2016
Warwick Room – Newport News

In Attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Allison Watts, NN
Ivan Shelton, YK
Jamie Durden, SU
Cris Ausink, HA

Kim Hummel, IOW
Chrisi VanLear, PO
Sue Kriebel, VB
David Kuzma, IOW
Daniel Robinson, Virginia Tech

The summary for the meeting is as follows:

1. Meeting Summary

The October meeting summary was reviewed and approved.

Action: Summary approved.

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: HRPDC staff will send out request for volunteers for the Hampton Roads Home Show.

3. Media & Promotions

Spring Lawn Care Campaign

- In previous years, the Committee partnered with the Water Awareness Committee on a spring lawn care campaign. The Water Awareness Committee has not included such a campaign in their FY17 media plan.
- To avoid the cost of creating a new ad for this Committee's scheduled spring campaign, Committee members were asked to select one of the previous ad campaigns to reuse. Upon review, the Committee determined to use the "friendly neighbor" campaign for the spring media campaign.

Rainy Day Sidewalk Campaign

- A new quote/proposal will be forthcoming from Cahoon & Cross for the committee to review and approve.
- The [workgroup](#) will begin meeting in the new year to talk about implementing the project.
 - Tasks for the workgroup include finding locations, gaining permissions, and application of stencils.

- The following Committee members have volunteered to serve on the workgroup: Paul Cuomo (JCC), Allison Watts (NN), Chrisi VanLear (PO), Jamie Durden (SU) and Ivan Shelton (YK).
- Messages for the sidewalk campaign previously discussed include:
 - Focus on the Committee's priority areas: pet waste, storm drains/storm drain awareness, and fertilizer.
 - Connect with general water awareness where possible.
- Localities that are not participating due to permissions include Williamsburg and Norfolk. Other committee members such as James City Service Authority (JCSA), Smithfield and Poquoson are not participating due to limited resources/manpower to dedicate to the project and/or limited locations where stencils could be applied. HRPDC staff (or committee members for that locality on other committees) will help to include these localities in the project.
- The Committee discussed the need for a "one-pager" that committee members can refer to when discussing the project with local officials and property managers.

ACTION: HRPDC staff will work to develop a "one-pager" that committee members can refer to when discussing the sidewalk project with local officials and property managers.

4. Bay Star Homes

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

- Window clings are on order – 5,000 each of the blue crab and the sun/cloud
- Flag poles are available to pick up in Norfolk

ACTION: Please arrange to pick up flag poles from Norfolk.

5. Grants

The Committee continued 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.
 - Hampton planning event with Countryside Gardens
 - Suffolk still deciding a theme (possibly a rain barrel workshop)
 - Additional workshops to be determined
- Pet Waste Stations – 35 have been purchased and are available for pick up in Norfolk
 - Gloucester has opted to donate two stations to a locality with higher demand. HRPDC staff will hold the stations until localities begin to run out of stations.
- Soil Testing Giveaway – HRPDC has mailed soil test kits to winners of July and October giveaway. So far only three samples have been returned.
- Bay Star Homes Flags – 1,600 have been purchased and have arrived.
- Bay Star Homes Folders – 2,500 have been ordered and have arrived.

- Other grant opportunities
 - Chesapeake Bay Restoration Fund 2017 – application was submitted in October, awaiting award determination in December.

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 as they are received.

6. Promotional Items

The following items are on order but have not arrived:

- Dog Waste Bag Holders – 5,000
- Goldfish Snack Packs (hold delivery until March) – 2,500
 - The Committee reviewed and suggested changes to the packaging design and messaging.
- Window Cling – 10,000 (5,000 each design)

The following items have arrived and are available for pick up:

- Hand sanitizer (with carabineer) – 2,500
- BSH Folders – 2,500
- BSH Flags – 1,600

Action: Committee members are asked to coordinate pick up of their materials at the December meeting.

7. Staff Reports

Budget – The current FY17 budget was presented for review.

ACTION: None.

Next Committee Meeting is scheduled for Friday, December 16, 2016 at 9:30am at the HRPDC office in Chesapeake.