

April 8, 2016

MEMORANDUM #2016-47

TO: askHRgreen.org: Stormwater Education Subcommittee

BY: Rebekah Eastep, Environmental Planner

RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – April 15, 2016

The next meeting of the askHRgreen.org Stormwater Education Subcommittee will be held on Friday, **April 15, 2016 at 9:30 a.m.** in **HRPDC Board Room A, The Regional Building, 723 Woodlake Drive, Chesapeake.**

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 March meeting summary for review and approval.

Attachment 1

Action: Approve summary.

2. askHRgreen.org Events

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 3 – Drinking Water Week/H2O Give Local 757 Day, Southside & Peninsula

May 7 – EcoFest, Norfolk

May 5 – VBPU Public Service Week/Drinking Water Week – Virginia Beach

May 21 – Family Fun Fest at Chickahominy Riverfront Park, James City County

May 26-29 – Lava Festival, Suffolk

May 26 – Sensible Seafood Fest, Virginia Beach

May 27 – Blayton Elementary Spring Carnival, James City County

June 25 – Olden Days, Smithfield

September 15-18 – Isle of Wight County Fair

October 4-10 – Peanut Festival

October 9 – ERP RiverFest, Portsmouth

Action: Volunteers needed for EcoFest on May 7th and RiverFest on October 9th.

3. Marketing & Promotions

Spring media campaign

Fertilizing/soil testing ad aired during the week of April 4-10, 2016 with an online campaign.

- Ad is available on YouTube: <https://www.youtube.com/watch?v=NR8JStXY0yk>

Scoop the poop campaign

Committee members should discuss whether Spring pet waste campaign is necessary for permit requirements.

FY17 Media and Marketing Planning

The Committee should review the FY 16 Marketing Campaign Plan and determine if any changes are needed for FY 17.

Planning Advisors, Ms. Allison Watts and Mr. David Kuzma, will provide an update from the March 24th Planning Advisors meeting:

- Planning Calendar
- Municipal Co-branding
- Web user survey results
- Locality recognition of askHRgreen program

Attachment 3

Action: Approve FY17Marketing Campaign Plan.

4. Bay Star Homes

The Committee should discuss any updates/concerns with the program. As of April 8, 2016 there are 1,710 homes registered in the program.

Committee members should discuss funding of Bay Star Homes newsletter. Next newsletter scheduled for June and October 2016.

Action: Based on discussion.

5. Grant Opportunities

The VEE grant workgroup (Allison Watts, Dave Kuzma, Sue Kriebel and Fleta Jackson) has been meeting to discuss ideas and priorities for a regional application for the [Virginia Environmental Endowment Grant](#) due in December. The Workgroup will report recommendation to the full Committee. To date, topics for discussion have included:

- Additional Bay Star Home program offerings (i.e. rain barrel workshops, soil testing, etc.)
- Workshops/seminars modeled after James City County Super Turf Saturday and Turf Love University
- Direct mailings (including postage costs) targeted to residential areas of watersheds with a bacterial TMDL
- Tracking of residential BMPs and developing a model for estimating reductions

The Committee should review the Wells Fargo Corporate Giving grant and consider developing an application for 2017 cycle.

The Chesapeake Bay Restoration Fund grant has been approved pending the passing of the state budget. Funding will address:

- Workshops modeled after Turf Love University
- Pet Waste Stations

Attachment 5

Action: Approve VEE proposal to present to the Stormwater Technical Committee.

6. Staff Reports

Coastal Virginia Magazine: Final schedule for Green Magazine content that will run in the main COVA magazine instead of the one-time supplement.

- April 2016: Green Landscaping + rain barrel and soil tips infographics
- July/August 2016: Green Scene; Green Kids; Where does it go graphic/puzzle
- Sept/October 2016: Green Scene; Green Art
- January 2017: Green Eats

Budget – The current budget is attached for review.

Attachment 6

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

RJE/jc

askHRgreen.org: Stormwater Education Subcommittee:

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

askHRgreen.org: Stormwater Education Subcommittee Copy:

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