

May 11, 2016

MEMORANDUM #2016-60

TO: askHRgreen.org: Stormwater Education Subcommittee

BY: Rebekah Eastep, Environmental Planner

RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – May 20, 2016

The next meeting of the askHRgreen.org Stormwater Education Subcommittee will be held on Friday, **May 20, 2016** at **9:30 a.m.** in the **Warwick Room at Newport News City Center** located at **700 Town Center Dr., Newport News, VA 23606.**

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 April meeting summary for review and approval.

Attachment 1

Action: Approve summary.

2. askHRgreen.org Events

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: None.

3. Marketing & Promotions

Spring media campaign

Committee members should review and discuss campaign report from spring TV campaign.

Scoop the poop campaign

Committee members should vote on whether or not a supplementary Scoop the Poop media campaign is necessary for meeting permit requirements. The HRPDC staff has attached public education requirements for both Phase I and Phase II permits.

FY17 Media and Marketing Planning

The Committee approved the FY 17 Media & Marketing Campaign Plan at the April meeting. Committee members should discuss any questions or concerns raised by locality technical staff with the FY 17 plan.

The Committee should discuss and approve a FY 17 budget.

Attachment 3-A

Attachment 3-B

Attachment 3-C

Action: Based on discussion.

4. Bay Star Homes

The Committee should discuss any updates/concerns with the program.

Committee members should review open rates and other statistics for the Bay Star Homes newsletter and discuss funding additional editions during FY 17.

Attachment 4

Action: Determine frequency of BSH newsletter in FY7.

5. Grant Opportunities

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

- Workshops modeled after Turf Love University
- Pet Waste Stations

Action: Based on discussion.

6. Staff Reports

Budget – The current budget is attached for review.

Chesapeake Bay Awareness Week (June 4-12) – The Committee should discuss ways to participate and promote Chesapeake Bay Awareness week.

Attachment 6

Next Committee Meeting is scheduled for Friday, June 17, 2016 at the HRPDC.

RJE/jc

askHRgreen.org: Stormwater Education Subcommittee:

Chris Ausink, HA
Debbie Blanton, HA
Sherry Coffey, PQ
Paul Cuomo, JC
Suzanne Dyba, JC
Sherry Earley, SU
Amy Green, YK
Wayne Griffin, SM
Kim Hummel, IW
Fleta Jackson, NO
Donald Jennings, IW
Julien W. Johnson Jr., SH
David Keeling, SU
Youssef Khalil, PO
Sue Kriebel, VB
David Kuzma, NN
Kevin Landry, IW
Melissa Lindgren P.E., IW
Casey Magruder, NO

Alacia Nixson, SU
Ron Owens, GL
Russell Pace, FR
Scott Rae, GL
Jo Anna Ripley, JC
Ellen Roberts P.E., PQ
Tammy Rojek, WM
Erin Rountree, SU
Rhonda L. Russell AICP, SY
Gina D. Shaw, NO
Ivan Shelton, YK
Aaron Small, WM
Bob Speechley, PQ
Michael Stallings, WINDSOR
Christina VanLear, PO
Elizabeth Vaughn, CH
Beverly Walkup, IW
Allison Watts, NN
James Wright, PO

askHRgreen.org: Stormwater Education Subcommittee Copy:

Jameson Brunkow, JRA
Sara Felker, Elizabeth River
Noah Hill, DEQ
Helen Kuhns, Hoffer Creek
John McLeod, Elizabeth River

Pam Northam, LRN
Amy Robins, DEQ
May Sligh, DCR
Elizabeth Taraski