

April 22, 2016

**Memorandum #2016-52**

**TO: askHRgreen.org Water Awareness Subcommittee**

**BY: Rebekah Eastep, Environmental Planner**

**RE: askHRgreen.org: Water Awareness Subcommittee – April 28, 2016**

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, April 28, 2016** at **9:30 a.m.** in **HRPDC Board Room A, The Regional Building, 723 Woodlake Drive, Chesapeake, VA 23320**. Comments and suggestions based on this agenda package are welcome.

The agenda for the meeting is as follows:

**1. Meeting Summary**

The meeting summary for March is attached for review and approval.

Attachment 1

**Action:** Approve the meeting 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. Media**

The Committee should discuss upcoming promotions:

- Spring TV Ad Campaign
  - March 14-20: Fixing Leaks: <https://youtu.be/kHL-1iFQ-n8>
  - May 2-8: Value of Water: <https://youtu.be/jYlaoxsPkDw>
  - June 6-12: Infrastructure: <https://youtu.be/Mmf67t7cX94>
  - June 13-19: TBD by Committee

- Find the Magic Faucets
  - Promotion with Max Media for Drinking Water Week/Give Local 757
  - Two locations: Mount Trashmore and Newport News City Center
- Give Local 757
  - Support needed for promoting day of giving on May 3<sup>rd</sup>.
  - Discuss resources available
  - Suggestions for additional resources

**Action:** Based on discussion.

**4. FY 2016-2017 Committee Planning**

The Committee should discuss the attached goals and strategies from FY 16 and confirm or modify for FY 17 planning purposes.

Planning Advisors, Ms. Erica Roberts and Ms. Lori Woolman, 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 4

**ACTION:** Approve FY17 Marketing and Media Plan.

**5. Mini Grant Application**

The Committee should discuss the Willoughby Science Pond application.

Attachment 5

**ACTION:** Vote on mini-grant application.

**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

**ACTION:** According to discussion.

**Next Meeting:** Thursday, May 26, 2016 at 9:30 a.m. at the HRPDC office in Chesapeake.

RJE/jc

**askHRgreen.org: Water Awareness Subcommittee:**

Molly Bertsch, HRSD  
Rhonda Bowen, HRSD  
Dan G. Clayton III, WM  
Beth Davis, JC  
J. Arnie Francis, GL  
Latoya Henry, NO  
Jerry Hoddinott, CH  
Donna Holt, IW  
Julien W. Johnson Jr., SH  
Harry C. Kenyon, NO  
Melissa Lindgren P.E., IW  
Albert Moor II, SU

Russell Pace, FR  
Lynn Proctor, VB  
Jack Reed, SM  
Ellen Roberts P.E., PQ  
Erica Roberts, VB  
Tammy Rojek, WM  
Rhonda Russell, SY  
Bob Speechley, PQ  
S. Mark Swilley, YK  
Erin Trimyer, PO  
Kim Wieckert, SU  
Lori Woolman, NN

**HRPDC Staff:**

Robert Crum  
Katie Cullipher  
Rebekah Eastep

Julia Hillegass  
Randy Keaton