

askHRgreen.org | Water Awareness Committee Meeting Summary
Thursday, March 24, 2016
HRPDC - Chesapeake

Attendees:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Julia Hillegass, HRPDC
Jerry Hoddinott, CH

Latoya Henry, NO
Molly Bertsch, HRSD
Lori Woolman, NN

1. Meeting Summary

The February meeting summary was approved.

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. Committee members were encouraged to reserve the trailer early for any upcoming events.

3. Media

The Committee discussed the Spring TV media campaign:

- Ads & Schedules
 - Fix A Leak – *March 14-20* – completed
<https://www.youtube.com/watch?v=kHL-1iFQ-n8>
 - Value of Water – *May 2-8*: storyboard approved, waiting on draft video
 - Infrastructure – *June 6-12*: – storyboard approved, waiting on draft video
 - TBD – *June 13-19*: Committee members will decide whether to rerun Value of Water or Infrastructure will run during this additional week.
- Online support for all ads included on Facebook, online display and pre-roll
- All ads will be added to YouTube for use online and additional video files can be created for use by municipal TV stations.
- Added value appearance on the Hampton Roads Show on April 11th. Talking points will combine messages of drinking water and local water quality.

Action: HRPDC staff will send additional storyboards for review.

4. Promotional Items

HRPDC staff has ordered 5,000 seed bookmarks.

Action: None.

5. Drinking Water Week/Give Local 757 Promotions

The Committee discussed the proposed budget and “Find the Magic Faucet” promotional options with various radio stations.

Event Details – May 3rd

- “Find the Magic Faucet” - two “magic faucets” set up – one on the southside and one on the peninsula. Newport News Waterworks can provide one faucet. HRPDC staff will research purchasing another magic faucet.
- Visitors to the magic faucets will receive an askHRgreen.org goodie bag filled with promotional items (may be limited to the first XX number of visitors)
- Visitors will be encouraged to take a selfie with the magic faucet and post to social media with a hash tag – similar to the model used for the Hague rubber ducky in Norfolk.

Promotions

- Committee members reviewed proposals from several radio stations and selected Max Media. Committee members requested that HRPDC staff look into a prize package more conveniently located to the peninsula (suggestions: Water Country or Great Wolf Lodge)
- Volunteers will also promote a donation to Help 2 Others for Give Local 757.
- Promote TV ads and previously produced Q&A videos through the blog, social media, newsletter, etc.

The Committee also discussed general promotion of the H2O Program and specific promotions for Give Local 757.

- Overall online donations are becoming the primary method of donation and because they are typically smaller donations than those made by envelope, Committee members should help support online donations where possible (i.e. add logo, link, etc. to utility webpages).
- Localities & HRSD should prominently promote and link to H2O Give Local 757 page: <https://givelocal757.org/npo/help-to-others-h2o-program>
- HRPDC staff will develop a resource toolkit including: sample newsletter content, rack cards (already printed and in stock), blog posts and social media postings.
- Committee members should promote Give Local 757 internally among staff.
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- HRSD looking into improving the donation process
- Localities with e-billing should look into e-billing messages.
- HRPDC staff can create newsletter articles, social media posts, locality specific graphics with program statistics, etc. to help with online promotions.

Action: HRPDC staff will research purchasing additional magic faucet display, coordinate DWW/Give Local promotion on May 3rd and develop outreach materials for Give Local 757.

6. Staff Reports

Green Magazine Update

- Due to low sales, the content will be reformatted to appear over the course of several editions of the main Coastal Virginia Magazine.

- A “magazine” made up of exclusively Green Magazine content will be produced at cost so committee members can still receive a booklet of the content to distribute. Cost will come from the overall askHRgreen budget, not Committee funds.
- Print schedule for Green Magazine:
 - 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 was reviewed and approved. HRPDC staff will add \$250 for mini grant approved at February meeting.

Action: None.

Next Meeting: Thursday, April 28, 2016 at 9:30 a.m. at the HRPDC office in Chesapeake.