

askHRgreen.org Stormwater Education Subcommittee
Friday, September 16, 2016
Warwick Room – Newport News

In Attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Paul Cuomo, JCC
Allison Watts, NN
Dave Kuzma, IW
Fleta Jackson, NO
Sue Kriebel, VB

Crisi VanLear, PO
Ivan Shelton, YK
Jamie Durden, SU
Elizabeth Vaughn, CH
Sherry Coffey, PQ
Cris Ausink, HA

The summary for the meeting is as follows:

1. Meeting Summary

The August meeting summary was reviewed and approved.

Action: Summary approved.

2. askHRgreen.org Events

September 15-18 – Isle of Wight County Fair

September 24 – VBMG Fall Gardening Festival, Virginia Beach

September 29 – CNU Farmer’s Market, Newport News

October 2 – Family Day at St. Jerome’s, Newport News

October 4-10 – Peanut Festival, Suffolk

October 22 – Lynnhaven River Now Fall Festival & Hampton Roads Sustainable Living Expo, Virginia Beach

ACTION: None.

3. Media & Promotions

The Committee reviewed and discussed the draft media plan and schedule:

- Leaves Down the Drain/Pet Waste – Nov. 7-20
 - The Committee reviewed and approved the media schedule
 - True/False contest included as added value
- The Rainy Day Sidewalk Promotion
 - More information will be available at the All Hands Meeting
 - HRPDC staff recommended forming a Rainy Day Sidewalk work group to investigate locations, approvals, logistics, and messages.
 - HRPDC staff is awaiting DEQ response on the safety of the product used to create the ads. HRSD has approved the product (if handled as directed) because the chemicals are neutralized upon drying.

ACTION: Leaves Down the Drain/Pet Waste media plan approved.

4. Bay Star Homes

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

- Window cling
 - HRPDC staff presented sample artwork/slogans for the cling
 - The Committee asked to vote via online poll for their favorite design.
- Denying Bay Star Home applications – Hampton notified the group that they have been denying applications for BSH when there are obvious code violations on the property because it may devalue the BSH brand.
- Those interested in further developing the concept of Bay Star Businesses can meet after the October committee meeting.

ACTION: HRPDC staff will provide online polling for cling artwork and get pricing for window clings.

5. Grants Workgroup

The Committee continued to discuss the Chesapeake Bay Restoration Fund grant. \$10,000 in funding was awarded for:

- Workshops modeled after Turf Love University
 - In partnership with groups such as the master gardeners, NGOs, etc.
 - At least two workshops to be held in the spring: peninsula and southside
 - The following localities indicated an interest in developing a local workshop: Newport News, Norfolk, York County, Suffolk and James City County.
 - HRPDC staff has requested approval to redistribute the “professional staff pay” budget for more supplies but has not yet heard back.
- Pet Waste Stations – 35 pet waste stations have been ordered. Those who would like to purchase additional stations may do so by contacting HRPDC staff immediately after the meeting.
- Soil Testing – 43 BSH registrants were selected for free soil testing. The Committee reviewed and approved the letter and instructions to be mailed to participants. The Committee asked HRPDC staff to rerun the soil testing giveaway for the month of October.
- Bay Star Homes Supplies – 1,600 flags and poles are on order and will be evenly distributed to localities. The Committee requested that HRPDC staff collect quotes for purchasing 1,600 Welcome Packet folders.
- The Committee discussed ideas for the 2017-18 Restoration Fund grant. Ideas discussed included:
 - Adding funds for mini-grants
 - Incorporating Green Learning on a smaller scale
 - Expanding Bay Star Homes to Bay Star Businesses

Action: HRPDC staff will develop a 2017-18 Restoration Fund grant application, distribute free soil test kits, and collect quotes for Welcome Packet folders. Committee

members that are interested in holding local workshops should continue to identify partners, projects, needed supplies and workshop locations.

6. Promotional Items

The Committee discussed what supplies to purchase with the FY17 promotional item budget. Discussed items included:

- Dog waste bag holders – 3,000/5,000
- Snack packs with goldfish instead of Swedish fish
- Hand sanitizer
- Fundraiser car wash kits – localities in other parts of the U.S. allow those running a fundraiser to “check out” a car wash kit to prevent dirty wash water from entering storm drains.

Action: HRPDC staff will collect quotes for requested items.

7. Staff Reports

Budget – The current FY17 budget and recent Cahoon & Cross invoices were presented for Committee review.

Annual Report – HRPDC staff is finalizing the Annual Report and it will go out soon for edits and proofreading. Please send your edits ASAP since there is a firm upcoming deadline. The report will be accompanied by supplemental information to explain how the 20 percent targets were met as well as the locality-specific shares of each campaign. Committee members are asked to contact HRPDC staff if they have additional reporting needs.

Reminder – An all-hands askHRgreen meeting will be held on September 29, 2016 at 1:30 PM at the HRPDC office in Chesapeake

ACTION: Please review the Annual Report ASAP.

Next Committee Meeting is scheduled for Friday, October 21, 2016 at the HRPDC office in Chesapeake.