

January 13, 2016

**MEMORANDUM #2016-07**

**TO: askHRgreen.org: Stormwater Education Subcommittee**

**BY: Katie Cullipher, Senior Environmental Education Planner**

**RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – January 22, 2016**

The askHRgreen.org: Stormwater Education Subcommittee meeting will be held on Friday, **January 22, 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.

**1. Meeting Summary**

Attached is the November meeting summary for review and approval.

Attachment 1

**Action:** Approve summary.

**2. askHRgreen.org Events**

February 12-14 – Coastal Virginia Home & Garden Show, Hampton

February 19-21 - *Mid-Atlantic Home & Garden Show, Virginia Beach (TBD)*

March 12 – *SEVA CAI Community Association Day, Virginia Beach (TBD)*

April 16 – Virginia Living Museum Earth Day, Newport News

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

June 25 – Olden Days, Smithfield

**Action:** Still need a few volunteers to staff the Mid-Atlantic Home & Garden Show in Virginia Beach if we are to attend that event.

**3. Media**

The Committee should review the attached campaign summary report from the Fall Leaves Media Campaign that ran November 9-22.

The Committee should review and discuss the attached draft scripting for the spring TV media campaign.

Attachment 3-A

Attachment 3-B

**Action:** Based on discussion.

#### 4. Bay Star Homes

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

**Action:** Based on discussion.

#### 5. VEE Grant

The Committee should continue discussion of ideas and priorities for a regional application for the [Virginia Environmental Endowment Grant](#) due in December. Topics from November's meeting included:

- HRPDC will plan to submit a proposal that incorporates additional program offerings into the Bay Star Homes program.
- Suggested priorities included workshops/seminars modeled after James City County Super Turf Saturday and Turf Love University and direct mailings (including postage costs) targeted to residential areas of watersheds with a bacteria TMDL.

**Action:** Based on discussion.

#### 6. Promotional Items

The Committee should discuss the following:

- Reusable bags, 5,000 – *arrived*
- Pet waste stations, 30 - *ordered*
- Swedish fish with custom labeling, 2,500 – *ordered*
- Hand sanitizer, 2,500 - *ordered*

**Action:** Committee members should make arrangements to pick up their reusable bags. Pet waste stations will need to be picked up immediately upon arrival.

#### 7. Staff Reports

**Budget** – The current budget is attached for review.

**FY15 Mini-grants** – the HRPDC staff will provide a summary report of the Committee's FY15 mini-grant projects for review and information.

Attachment 7

**Next Committee Meeting** is scheduled for Friday, February 19 in Chesapeake.

KRC/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 Nixon, 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  
Amy Simons, NO  
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  
May Sligh, DCR  
Elizabeth Taraski