

September 17, 2015

Memorandum #2015-117

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Senior Environmental Education Planner

RE: askHRgreen.org: Water Awareness Subcommittee – September 24, 2015

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, September 24, 2015 at 9:30 a.m.** in **HRPDC Conference Room E, The Regional Building, 723 Woodlake Drive, Chesapeake, VA 23320.** In the event you are unable to attend in person, please use the conference dialing info below. Comments and suggestions based on this agenda package are welcome.

Conference line: 1-866-747-3571

Passcode: 7966328#

The agenda for the meeting is as follows:

1. Meeting Summary

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

Attachment 1

ACTION: Approve the meeting summary.

2. askHRgreen.org Events

October 3 – Arbor Day Event, Norfolk

October 8-11 – Peanut Festival, Suffolk

October 12 – Keep Hampton Roads Beautiful Golf Tournament, Chesapeake

October 24 – Hilton Fall Festival, Newport News

ACTION: According to discussion.

3. Water Awareness Committee Member Survey

The HRPDC staff will review results from the recent planning survey that was sent out via email. The survey results should help the Committee craft a media priority plan for the Committee for the coming year(s).

ACTION: Develop media priority plan.

4. Media & Promotions

The HRPDC staff will review the results from the Tribune Media/WTKR 6-week campaign with the Committee. The value of water campaign combined targeted display ads with Facebook & Twitter ads, native content ads and YouTube ppc ads.

Attachment 4

ACTION: According to discussion.

5. 2nd Annual Keep Hampton Roads Beautiful Golf Tournament

Just 18 days to go!!!

- Goals for each committee member: 1 team or 1 sponsor or 1 prize donation
- Facebook event (please sign up, share the event, and invite friends to the event): <https://www.facebook.com/events/1004855769524765/>
- Sponsor/donor contact information and tracking is here: https://docs.google.com/spreadsheets/d/1rSf5zHEloYZ0fnVwHSSe12-0Lo9nhZzn_6MAcQ_mDAo/edit?usp=sharing

Action: Each committee member is asked to secure at least one sponsor, team or prize donation.

6. Promotional Items

The Committee should discuss a possible joint purchase with the FOG committee of mood bracelets.

Action: According to discussion.

7. National Disaster Resilience Competition

The National Disaster Resilience Competition is a grant program offered by the U.S. Department of Housing and Urban Development that will make \$1 billion available to communities that were significantly affected by natural disasters between 2011 and 2013. The goal of the program is to fund innovative resilience projects to help communities address current and future risks from storms and other extreme events. The HRPDC staff will update the Committee on the status of the state's application.

Action: None.

8. Staff Reports

Budget – The current budget is attached for review.

Annual Report – The final version of the Annual Report is now available online at the following link:

<http://askhrgreen.org/wp-content/uploads/2011/06/askHRgreen-FY15-Annual-Report.pdf>

Attachment 8

ACTION: According to discussion.

The next Committee meeting is scheduled for **Thursday, October 22, 2015** at 9:30 a.m. at the **HRPDC** office in Chesapeake.

KRC/jc

askHRgreen.org: Water Awareness Subcommittee:

Rhonda Bowen, HRSD

Dan G. Clayton III, WM

Beth Davis, JC

J. Arnie Francis, GL

Latoya Henry, NO

Deidre Harmon, 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

Dave Morris AICP, NN

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

Kim Wieckert, SU

Lori Woolman, NN

HRPDC Staff:

Robert Crum

Katie Cullipher

Rebekah Eastep

Julia Hillegass

Randy Keaton