

**askHRgreen.org | Water Awareness Committee Meeting Summary**  
**Thursday, December 10, 2015**  
**HRPDC - Chesapeake**

**Attendees:**

Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC  
Lori Woolman, NN  
Jerry Hoddinott, CH

Erica Roberts, VB  
Kim Wieckert, SU  
Latoya Henry, NO

**1. Meeting Summary**

The October meeting summary was approved.

**2. askHRgreen.org Events**

*February 12-14 – PHBA Coastal Virginia Home & Garden Show, Hampton (participation TBD)*

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

April 16 – Virginia Living Museum Earth Day, Newport News

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

**Action:** HRPDC staff will distribute request for volunteers for Peninsula and Southside Home and Garden Shows scheduled for February.

**3. Committee Planning**

HRPDC staff provided an overview of the specific goals and strategies of the Committee to be added to the askHRgreen 5-year strategic planning document.

- Committee members asked HRPDC staff to confirm the target audience age range for all messages.

**Action:** The Committee approved the plan provided that the age ranges for target audiences are verified for accuracy by HRPDC staff.

**4. Spring Media Campaign**

The Committee discussed themes and messaging for the four modules (30-sec ads) to be produced for the spring TV media campaign.

The Committee agreed to produce three modules, each with a different message including:

- Fixing Leaks – emphasis both wasted money and conservation of water
- Value of Water/Affordability – emphasis the privilege of having clean, safe tap water (possibly contrasting against current water crisis in developing countries)
- Infrastructure – utilize approach such as the “A Day Without Water” campaign and highlight important activities that are made possible through “connection” to tap water (possibly contrast phobia of being not connected via phone/Internet with not having a water connection – i.e. “if I wasn’t ‘connected’”)

**Action:** HRPDC staff will provide messaging and creative concepts to creative team.

**5. Promotional Items**

The following items are on order: Measuring cups – 1,000

The following items have arrived and are available for Committee use:

Collapsible cups – 2,500  
Message pens – 2,500  
Toothpaste squeeze – 2,500  
Hose nozzles – 500  
Showerheads – 50  
Measuring spoons – 2,500  
Reusable bags – 10,000  
Wristbands – 2,500

**Action:** Committee members may pick up promotional items as needed.

## 6. Staff Reports

*Budget* – The current budget was reviewed and approved.

- Approximately \$875 will be added to the budget as a result of the Keep Hampton Roads Beautiful Golf Tournament.

*FY15 Mini-grant Summary Report* – HRPDC staff prepared report with summary documents and pictures from mini-grant projects funded in FY15. Committee members recommended adding these reports to the mini-grant program page on askHRgreen.org

*askHRgreen.org All Hands Meeting* – All Committee members were invited to attend an All Hands meeting on December 15<sup>th</sup> at 11:30 for the presentation of the five year askHRgreen strategic plan.

*Trailer Maintenance* – HRPDC staff were asked to look into repairs to the askHRgreen.org trailer (specifically damage to the wrap near the hitch)

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