

March 11, 2016

**MEMORANDUM #2016-37**

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

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

**RE: askHRgreen.org: Stormwater Education Subcommittee Meeting – March 18, 2016**

The next meeting of the askHRgreen.org Stormwater Education Subcommittee will be held on Friday, **March 18, 2016** at **9:30 a.m.** in the **York Room** at **Newport News City Center** located at **700 Town Center Dr, Newport News, VA 23606**.

In the event you are unable to attend, please let us know. Comments and suggestions based on this agenda package are welcome. The Agenda for the meeting is as follows:

**1. Meeting Summary**

Attached is the February meeting summary for review and approval.

Attachment 1

**Action:** Approve summary.

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

June 25 – Olden Days, Smithfield

September 15-18 – Isle of Wight County Fair

**Action:** None.

**3. Media**

The attached TV storyboard was sent out via email for review and was approved with one change: to remove the reference to potassium in the soil test checklist image. The final 30-sec spot will be emailed to the group for review once complete. It is scheduled to air during the week of April 4-10 and an online campaign will accompany the TV ads.

Attachment 3

**Action:** Based on discussion.

#### 4. Bay Star Homes

The Committee should discuss any updates/concerns with the program. As of March 11, 2016 there are 1563 homes registered in the program.

Chesapeake	46
Franklin	7
Gloucester	2
Hampton	26
Isle of Wight	2
James City	2
Newport News	65
Norfolk	1232
Poquoson	12
Portsmouth	17
Smithfield	1
Suffolk	43
Surry	1
Virginia Beach	85
Williamsburg	2
Williamsburg-JCC	1
Williamsburg-YC	1
York	18

Committee members are reminded to submit article ideas and contacts for homeowner profile features for the BSH quarterly newsletters. Topics for the next May/June edition of the BSH newsletter include: Scoop the Poop, grass clippings/yard debris disposal, rain gardens, native plants, event listings.

**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. To date, topics for consideration include:

- Additional Bay Star Home program offerings (i.e. rain barrel workshops, soil testing, etc.)
- Workshops/seminars modeled after James City County Super Turf Saturday and Turf Love University
- Direct mailings (including postage costs) targeted to residential areas of watersheds with a bacterial TMDL
- Tracking of residential BMPs and developing a model for estimating reductions

The grant workgroup (Allison Watts, Dave Kuzma, Sue Kriebel and Fleta Jackson) should meet directly following the Committee meeting or discuss an alternate meeting date/time.

**Action:** Based on discussion.

## 6. Promotional Items

All promotional items have arrived and are available for pickup. Committee members should coordinate with HRPDC staff to pick up items that remain in storage. The attached breakdown shows the quantities of each item allocated to each locality.

Attachment 6

**Action:** Committee members should coordinate with HRPDC staff to schedule convenient time to pick up items.

## 7. Staff Reports

**Coastal Virginia Magazine:** The HRPDC staff will provide an update on the project.

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

Attachment 7

**Next Committee Meeting** is scheduled for Friday, April 15, 2016 in Chesapeake.

KRC/jc

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

Chris Ausink, HA	Ron Owens, GL
Debbie Blanton, HA	Russell Pace, FR
Sherry Coffey, PQ	Scott Rae, GL
Paul Cuomo, JC	Jo Anna Ripley, JC
Suzanne Dyba, JC	Ellen Roberts P.E., PQ
Sherry Earley, SU	Tammy Rojek, WM
Amy Green, YK	Erin Rountree, SU
Wayne Griffin, SM	Rhonda L. Russell AICP, SY
Kim Hummel, IW	Gina D. Shaw, NO
Fleta Jackson, NO	Ivan Shelton, YK
Donald Jennings, IW	Amy Simons, NO
Julien W. Johnson Jr., SH	Aaron Small, WM
David Keeling, SU	Bob Speechley, PQ
Youssef Khalil, PO	Michael Stallings, WINDSOR
Sue Kriebel, VB	Christina VanLear, PO
David Kuzma, NN	Elizabeth Vaughn, CH
Kevin Landry, IW	Beverly Walkup, IW
Melissa Lindgren P.E., IW	Allison Watts, NN
Casey Magruder, NO	James Wright, PO
Alacia Nixon, SU	

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

Jameson Brunkow, JRA	Pam Northam, LRN
Sara Felker, Elizabeth River	Amy Robins, DEQ
Noah Hill, DEQ	May Sligh, DCR
Helen Kuhns, Hoffer Creek	Elizabeth Taraski
John McLeod, Elizabeth River	