

**askHRgreen.org Stormwater Education Subcommittee**  
**Friday, August 19, 2017**  
**HRPDC - Chesapeake**

**In Attendance:**

Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC  
Paul Cuomo, JCC  
Allison Watts, NN  
Dave Kuzma, IOW  
Fleta Jackson, NO

Sue Kriebel, VB  
Crisi VanLear, PO  
Ivan Shelton, YK  
Jamie Durden, SU  
Wayne Jones, SU

The summary for the meeting is as follows:

**1. Meeting Summary**

The July meeting summary was reviewed and approved.

**Action:** Summary approved.

**2. askHRgreen.org Events**

September 10 – Newport News Go Green Expo

September 15-18 – Isle of Wight County Fair

September 24 – VB Master Gardeners Fall Gardening Festival, Virginia Beach

September 29 – CNU Farmers Market, Newport News

October 4-10 – Peanut Festival, Suffolk

*October 9 –ERP RiverFest, Portsmouth*

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

**ACTION:** HRPDC staff will send out a request for volunteers.

**3. Media & Promotions**

The Committee reviewed and discussed the PR Survey results provided with the agenda.

- There were consistent challenges with committee members distributing information due to local marketing and communications requirements.
- The Rainy Day Sidewalk promotion was ranked highest by all Committees.
  - Norfolk has expressed concerns with this promotion because it may promote graffiti/tagging and could conflict with MS4 permits (i.e. chemicals could eventually end up in stormwater)
- HRPDC staff recommended forming a Rainy Day Sidewalk work group to investigate locations, approvals, logistics, and messages.
- This campaign can be funded through the askHRgreen contribution for all committees except the Stormwater Education Committee due to the reduced contribution to the askHRgreen campaign in FY17.

- Norfolk requested a more detailed estimate of costs for the Rainy Day Sidewalk fund and recommended that the Committee not utilize the creative or design services of Cahoon & Cross as the other committees will do.
  - Scope of work should include hours by PR strategy, number of messages/stencils included, number of hours for press release, social media, purchase of product, etc.
- HRPDC staff will check with DEQ on the safety of the product used to create the ads. HRPDC has tentatively approved the product (if handled as directed) because the chemicals are neutralized upon drying.

**ACTION:** HRPDC staff will request a detailed scope of work for the Rainy Day Sidewalk promotion and contact DEQ about the safety of the product.

#### 4. Bay Star Homes

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

- Rack card – The Committee agreed not to professionally print the rack card but the design file is available to any locality that would like to print them.
- Window cling – The Committee asked HRPDC staff to put together a slogan/design and pricing for a car window cling. This would be a low cost alternative to providing a garden flag and pole to participants.
- Flag poles – pricing of poles increased due to the vendor no longer honoring the quoted price. The Committee decided to still purchase 1,600 poles.

**ACTION:** HRPDC staff will put together a slogan/design and pricing for a BSH car window cling.

#### 5. Grants Workgroup

The Committee discussed 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
  - It's possible that multiple workshops could be held for nominal or "matching" costs. The following localities indicated an interest in developing a local workshop: Newport News, Norfolk, York County, Suffolk and James City County.
  - The Committee suggested that the budgeted amount for "professional staff pay" be redistributed for more supplies.
  - Tentative workshops: Sept. 17<sup>th</sup> Norfolk Tree Workshop
- Pet Waste Stations – 35 to be purchased
- Soil Testing – 43 BSH registrants were selected for free soil testing. The Committee discussed the logistics of processing the samples and determined that HRPDC staff would be responsible for notifying the winners and sending the samples for processing. Localities will provide a drop off location for the sample and bring the sample to PDC staff for mailing.

- Bay Star Homes Supplies – 1,600 flags on order and will be evenly distributed
- Grants workgroup should consider another meeting to discuss other upcoming grant opportunities and application deadlines. The Committee discussed seeking funds for the following projects:
  - Green Learning
  - Pet Waste Station Grant Program
  - Mini-grants

**Action:** HRPDC staff will order flags poles and organize logistics of implementing the free soil testing. Localities should work on developing plans for a local workshop.

## 6. Staff Reports

**Budget** –HRPDC staff notified the Committee that a new model would be used to finance the overall askHRgreen campaign. The askHRgreen contribution from each of the four Committees will become a base buy-in to cover very minimal services including website maintenance, brand consulting/strategy and basic PR support. Any additional services that any Committee may require may be requested and agreed upon by that Committee and paid for directly from the Committee’s budget. This will protect each Committee from any impact of fiscal changes occurring in another Committee.

- The FY18 projected askHRgreen contribution will be \$19,272. Website redesign will conclude during FY18 and the FY19 askHRgreen contribution is expected to then be around \$10,000 per Committee.
- The Committee reviewed the Cahoon & Cross invoices submitted since July. The invoices utilize a new format created to address requests for additional detail on billing. Norfolk expressed continued concern that the new invoices are still not detailed enough. Norfolk would like to see hours reported for each individual task. For example, hours should be reported individually for each news release written, meeting attended, graphic created, etc.

**Annual Report** – HRPDC staff is working on compiling data for the annual report. Committee members are encouraged to provide updated information for pet waste stations awarded and storm drain medallion projects.

**Website** – A content document will be circulated via email for Committee members to review and provide feedback on any changes to existing web content that is to be migrated to the new website

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

**ACTION:** HRPDC staff will discuss invoice changes with Cahoon & Cross staff.

**Next Committee Meeting** is scheduled for Friday, September 16, 2016 at a location on the peninsula.