

askHRgreen.org Stormwater Education Subcommittee
Friday, July 15, 2017
Warwick Room – Newport News City Center

In Attendance:

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

Diana St. John, VB
Crisi VanLear, PO
Cris Ausink, HA
Ivan Shelton, YK
Kim Hummel, IOW
Latesia McDaniels-Bailey, NO

The summary for the meeting is as follows:

1. Meeting Summary

The May meeting summary was reviewed and approved.

Action: Summary approved.

2. askHRgreen.org Events

September 15-18 – Isle of Wight County Fair

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

Newport News Go Green Expo – HRPDC will check on status of invitation to participate.

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

3. Marketing & Promotions

FY 17 Planning

The Committee has approved a Media & Marketing plan and budget for FY 17. HRPDC staff provided a media proposal and estimate for the Committee to consider.

- The Committee approved funding a \$5,000 SEM campaign (traditionally paid out of the askHRgreen contribution). HRPDC staff will provide the FY 16 SEM Report with the meeting summary.
- Due to the upcoming election season, the Committee agreed that it would be better to push the Leaves down the drain/pet waste campaign to November (after the election).

Website Redevelopment

- HRPDC staff provided an overview of the website redesign. The new design will have a local and seasonal focus, new and rotating content will keep the site fresh for users. Content is easier to find, includes city/county search information and makes it easy to share content on social media.
- The Committee was asked to help review website content prior to content being moved from the old site into the new site.

ACTION: HRPDC staff will provide website quote and content for Committee review.

4. Bay Star Homes

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

- Newsletter – The Committee agreed not to have the newsletter professionally produced. Content will either be included in the askHRgreen newsletter or HRPDC staff will be asked to create and distribute the newsletters.
- 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.

ACTION: None.

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, pet waste stations and soil testing.

- The grants work group provided the following recommendations:
 - To address the \$8,000 deficit from the original grant proposal, the workgroup amended the budget to include only 75 soil tests, 35 pet waste stations and 700 BSH flags.
 - The workgroup recommended distributing the “Professional Staff Pay for Workshops” line item of \$1,200 over multiple workshops. While the grant mandates two workshops, the workgroup believes that multiple workshops could be held through partnerships with local NGOs. Localities interested in holding a workshop should contact HRPDC.
- The pricing for flags came back low enough to purchase 1,600 flags for the same price budgeted for 700 flags. Supplies will be distributed evenly among localities.
- The Committee agreed to give away the soil tests as part of a promotion to recruit new Bay Star Homes during the month of July.
- The Committee decided to remove the printing item budget.
- HRPDC got approval from the state to move workshops to spring.

Action: HRPDC staff will order flags and flag poles and implement soil test giveaway. Committee members should consider whether they would like to facilitate a workshop in their locality.

6. Staff Reports

Budget –The Stormwater Technical Committee funded the \$25,000 askHRgreen contribution in FY 17 as a flat rate. Since this Committee reduced that contribution to \$15,000, they were asked to agree to an equitable distribution of the additional \$10,000.

- The Committee voted to use the \$10,000 for a base allocation of promotional items and the SEM media campaign.
- Discussions with the Stormwater Technical Committee continue regarding funding for FY 18. HRPDC staff will provide an update at the August meeting.

Zika Outreach – Virginia Department of Health (Chesapeake) reached out to HRPDC regarding Zika prevention and tire recycling. Although a tire recycling event could not be organized in such short notice, the Recycling & Beautification Committee will be helping to promote tire disposal information through the website and social media. VDH Chesapeake was interested in working on additional projects in the future with the askHRgreen committees.

ACTION: None.

Next Committee Meeting is scheduled for Friday, August 19, 2016 at HRPDC.