

February 18, 2016

Memorandum #2016-27

TO: askHRgreen.org Water Awareness Subcommittee

BY: Katie Cullipher, Senior Environmental Education Planner

RE: askHRgreen.org: Water Awareness Subcommittee – February 25, 2016

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, February 25, 2016 at 9:30 a.m.** in **HRPDC Board Room A, The Regional Building, 723 Woodlake Drive, Chesapeake, VA 23320**. Comments and suggestions based on this agenda package are welcome.

The agenda for the meeting is as follows:

1. Meeting Summary

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

Attachment 1

Action: Approve the meeting summary.

2. askHRgreen.org Events

February 19-21 – Mid-Atlantic Home & Garden Show, Virginia Beach

March 12 – SEVA Community Association Day, Virginia Beach*

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

**Need two volunteers to staff this event.*

Action: Need volunteers for CA Day.

3. Media

Sample storyboard concepts for the spring TV media campaign were sent out via email for review and were approved. Attached are the final scripts as revised by the Committee at the January meeting.

Attachment 3

Action: None.

4. Aging Infrastructure Webpage Copy

Harry Kenyon (NO) has provided the suggested changes (attached) for the aging infrastructure webpage (<http://askhrgreen.org/aging-water-infrastructure/>). The Committee should discuss and approve final copy to be implemented on the website.

Attachment 4

Action: Finalize webpage copy.

5. Promotional Items

The Committee should discuss purchasing seed bookmarks as our current supply has been depleted.

Action: According to discussion.

6. Give Local 757

The H2O Program will be a part of the 3rd Annual Give Local 757 (<https://givelocal757.org/>) 24-hour fundraising drive on May 3, 2016. Give Local 757 was created by the Peninsula Community Foundation in 2014 and in two short years has become the single largest fundraiser in Hampton Roads history. Last year, the event raised \$430,000 for 155 nonprofits in 24 hours and this year's goal is to raise \$1,000,000. The Committee should discuss ways to promote the campaign across all localities.

Action: According to discussion.

7. Staff Reports

Green Magazine Update – Draft editorial content and infographics were sent via email for review. Edits have been compiled and submitted to Coastal Virginia Magazine. The remaining tap water editorial feature will be sent to the committee for review email.

Budget – The current budget is attached for review.

Attachment 7

ACTION: According to discussion.

Next Meeting: Thursday, March 24, 2016 at 9:30 a.m. at the HRPDC office in Chesapeake.

KRC/jc

askHRgreen.org: Water Awareness Subcommittee:

Molly Bertsch, HRSD
Rhonda Bowen, HRSD
Dan G. Clayton III, WM
Beth Davis, JC
J. Arnie Francis, GL
Latoya Henry, 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
Erin Trimyer, PO
Kim Wieckert, SU
Lori Woolman, NN

HRPDC Staff:

Robert Crum
Katie Cullipher
Rebekah Eastep

Julia Hillegass
Randy Keaton