

May 20, 2016

Memorandum #2016-63

TO: askHRgreen.org Water Awareness Subcommittee

BY: Rebekah Eastep, Environmental Planner

RE: askHRgreen.org: Water Awareness Subcommittee – May 26, 2016

This is to call the next meeting of the **askHRgreen.org: Water Awareness Subcommittee** for **Thursday, May 26, 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 April is attached for review and approval.

Attachment 1

Action: Approve the meeting summary.

2. askHRgreen.org Events

May 7 – EcoFest, Norfolk

May 5 – VBPU Public Service Week/Drinking Water Week – Virginia Beach

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

May 26-29 – Lava Festival, Suffolk

May 26 – Sensible Seafood Fest, Virginia Beach

May 27 – Blayton Elementary Spring Carnival, James City County

June 7 – CMA CMG Environmental Fair, Norfolk

June 18 – Boardwalk Arts Family Fest, Virginia Beach

June 25 – Olden Days, Smithfield

September 15-18 – Isle of Wight County Fair

October 4-10 – Peanut Festival

October 9 –ERP RiverFest, Portsmouth

Action: None.

3. Media

The Committee should discuss upcoming promotions and campaign results:

- Review campaign reports for Fix a Leak and Value of Water
 - March 14-20: Fixing Leaks: <https://youtu.be/kHL-1iFQ-n8>
 - May 2-8: Value of Water: <https://youtu.be/jYlaoxsPkDw>
 - June 6-12: Infrastructure: <https://youtu.be/Mmf67t7cX94>
 - June 13-19: Value of Water Week 2
- Discuss outcomes of Find the Magic Faucets/Give Local 757

Attachment 3

Action: Based on discussion.

4. FY 2016-2017 Committee Planning

The Committee should approve a media budget for FY 17.

FY17 Media Plan will be presented to the Directors of Utilities at May meeting.

The Committee should provide feedback to HRPDC staff on co-branded materials.

Attachment 4

ACTION: Approve FY17 media budget.

5. Water Conservation Rack Card

Chesapeake proposed that the Committee consider developing a conservation themed rack card since Water Use It Wisely brochures are now out of stock.

ACTION: Based on discussion.

6. Staff Reports

Coastal Virginia Magazine: Final schedule for Green Magazine content that will run in the main COVA magazine instead of the one-time supplement.

- April 2016: [Green Landscaping](#) + rain barrel and soil tips infographics
- May/June: *Green scene (tap water brief)*
- July/August 2016: Green Scene; Green Kids; Where does it go graphic/puzzle
- Sept/October 2016: Green Scene; Green Art
- January 2017: Green Eats

FY16 Budget – The current budget is attached for review.

Attachment 6

ACTION: According to discussion.

Next Meeting: Thursday, June 23, 2016 at 9:30 a.m. at the HRPDC office in Chesapeake.

RJE/fw

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
Phillips Jones, IOW
Harry C. Kenyon, NO
Melissa Lindgren P.E., IW
Albert Moor II, SU

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