

askHRgreen.org Stormwater Education Subcommittee
Friday, February 19, 2016
HRPDC - Chesapeake

In Attendance:

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Sue Kriebel, VB
Chrisi VanLear, PO
David Kuzma, IOW
Lacie Nixon, SU
Paul Cuomo, JCC

Allison Watts, NN
Fleta Jackson, NO
Sherry Coffey, PQ
Ivan Shelton, YC
Courtney Thomas, PO
Liz Vaughn, CH
Kim Hummel, IOW

The summary for the meeting is as follows:

1. Meeting Summary

The January meeting summary was reviewed and approved.

Action: Summary approved.

2. askHRgreen.org Events

February 12-14 – Coastal Virginia Home & Garden Show, Hampton
February 19-21 – Mid-Atlantic Home & Garden Show, Virginia Beach
March 12 – SEVA Community Association Day, Virginia Beach – Lacie Nixon offered to work this event
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: Committee members were encouraged to reserve the trailer early for any locality events in 2016.

3. Media

Spring TV Media Campaign – April 4-10 – Fertilize/Soil Testing

A sample storyboard concept for the spring TV media campaign was sent out via email for review and was approved. The final soil testing/fertilizer storyboard will be sent via email soon.

Spring Pet Waste Campaign – Dates TBD

The Committee will use a pickup creative used in previous years for a spring pet waste campaign. Traditionally this campaign runs in mid-May.

ACTION: HRPDC will provide a storyboard of the TV ad for Committee review and approval as soon as it is available.

4. Bay Star Homes

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

- Administration – As of February 12, 2016 there are 1456 homes registered in the program.
- Outreach
 - February/March Quarterly Newsletter sent on Feb. 18th
 - May/June Newsletter content: Scoop the Poop, grass clippings/yard debris disposal, rain gardens, native plants, events.
 - Committee members were asked to continually build a repository of article ideas and homeowner profiles to feature in quarterly newsletters.
 - Should BSH applications be promoted by volunteers who are not Stormwater Education Committee members? Over 100 BSH applications were completed at the Mid-Atlantic Home & Garden Show.
 - Committee members agreed that the BSH program should be promoted at all events and by all volunteers/committees.
 - HRPDC staff will resend directions for entering paper applications into the web form on the askHRgreen.org website.
 - Workshops
 - Grant funding for workshops should become available upon passing of the state budget.
 - Workshops will be in partnership with master gardeners and will take place on the peninsula and southside.
 - Additional program details to be determined but the Committee hopes to use the James City County Super Turf Saturday model.

ACTION: HRPDC staff will send instructions for entering paper applications into BSH web form. Committee members are asked to nominate homeowners to feature in quarterly newsletters.

5. VEE Grant

The Committee continued discussion of ideas and priorities for a regional application for the [Virginia Environmental Endowment Grant](#) due in December.

Topics discussed included:

- Additional program offerings for the Bay Star Homes program (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 bacteria TMDL

- Tracking of residential BMPs and developing a model for estimating reductions

The VEE Grant Workgroup includes Allison Watts, Dave Kuzma, Sue Kriebel and Fleta Jackson.

Action: The Grant Workgroup will meet after the March meeting.

6. Promotional Items

All items ordered for FY16 have arrived and are available for pickup

- Reusable bags, 5,000
- Pet waste stations, 30
- Swedish fish with custom labeling, 2,500
- Hand sanitizer, 2,500

ACTION: Committee members should make arrangements to pick up promotional items as needed for upcoming events.

7. Staff Reports

Budget – The current budget was reviewed and approved. Budget planning discussions with the Stormwater Committee will likely begin in May for FY17-18.

Green Magazine – Coastal Virginia Magazine editorial content has been reviewed and approved by all Committees. The infographics were distributed via email for review. These infographics will also be available to print and use for outreach materials at events, etc.

ACTION: None.

Next Committee Meeting is scheduled for Friday, March 18 in Newport News.