

**askHRgreen.org Stormwater Education Subcommittee**  
**Friday, October 16, 2015**  
**HRPDC - Chesapeake**

**In Attendance:**

Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC  
Ivan Shelton, YC  
Cris Ausink, HA  
Kim Hummel, IOW  
Sue Kriebel, VB

Sherry Coffey, PQ  
Chrisi Murphy, PO  
Pam Northam, LRNow  
David Kuzma, IOW  
Wayne Jones, SU  
Lacie Nixson, SU

The summary for the meeting is as follows:

**1. Meeting Summary** – The September meeting summary was approved.

**2. askHRgreen.org Events**

Below are the upcoming events scheduled to date:

October 12 – Keep Hampton Roads Beautiful Golf Tournament, Chesapeake

October 14 – NASA Energy Expo, Hampton

*October 24 – Hilton Fall Festival, Newport News - cancelled*

November 15 – America Recycles Day events around the region

**ACTION:** None.

**3. Stormwater Committee Media Plan**

*Fall Leaves and Pet Waste* - The Committee reviewed and approved the media plan which included a pickup of the creative used in FY15 and replacement of Pilot Online and Daily Press Online with the new Tribune Media (WTKR) strategy which includes native content ads, targeted display, Facebook and WTKR.com.

The following is a review of media priorities for the Committee for the coming year(s):

- Permit compliance for both Phase I and Phase II localities will continue to be the main priority of all committee actions.
- Top media priorities included:
  - Scoop the Poop
  - Keeping leaves/debris/yard waste, etc. out of storm drains
  - Soil testing and proper fertilizing – continue partnering with Water Awareness committee on spring lawn care campaign.
- The preferred media tactics continue to be marketing materials, regional media campaigns and outreach events. More community cleanups and restoration projects should be considered in the future.

**ACTION:** Fall leaves media plan approved as presented.

**4. Bay Star Homes**

The Committee had an opportunity to discuss any updates/concerns with the program. Committee members who have a local copy of the BSH database also discussed any questions or problems with the import process.

- Administration
  - All supplies have arrived and are available for pickup.
  - Those without a copy of the database will still receive a copy of their applications via email each week.
  - People can sign up to be a BSH participant at BayStarHomes.org which redirects here: <http://askhrgreen.org/bay-star-homes-program>
  - Any paper applications that you receive must still be added through the web form so they can be added to the regional database.
- Outreach
  - A few examples of groups to target may include community groups, civic groups, churches, etc.
  - Sample Welcome Packet letter available for use
- Funding: Grant application was submitted to the Bay License Plate fund for additional BSH supplies and potential “Turf Love” inspired workshops. HRPDC staff are working with Fleta Jackson and Allison Watts on some additional funding through Virginia Environmental Endowment.

**ACTION:** Please contact HRPDC staff if you need assistance with the Bay Star Homes.

## 5. Keep Hampton Roads Beautiful Golf Tournament

The Committee discussed the outcome of the 2<sup>nd</sup> Annual golf tournament.

- Another successful tournament hosted on October 12<sup>th</sup> – about 40 players were in attendance.
- Final proceeds are not yet available but will be provided by Keep Virginia Beautiful and split between all four askHRgreen education committees.
- Keep Virginia Beautiful is not interested in continuing the tournament due to soliciting constraints on askHRgreen committee members, pricing and competition from other similarly timed tournaments in the region. However, KVB does look forward to partnering with askHRgreen.org in the future.

**Action:** None.

## 6. Rain Barrel BMP Factsheet

HRPDC staff will provide a revised rain barrel BMP factsheet for the Committee to review with email. Committee members are encouraged to include their technical staff in the review process.

**ACTION:** HRPDC staff will distribute the fact sheet via email for review.

## 7. Promotional Items

The Committee discussed progress and updates related to the golf tournament.

- Gold fish packets with custom label – concerned with expiration of food, will look into Swedish Fish candy as well
- Custom labels for DIY goldfish packets – preferred option for this item, however, committee members must confirm that there is local budget for purchasing individual bags on demand.
- Hand sanitizer with key chain to accompany dog waste bag holders – committee liked this item but decided to wait on making a purchasing decision
- Gardening pad with key chain insert – as a more expensive item, there was no support for purchasing this item at this time.
- Pet waste stations – it was recommended that HRPDC staff place a call for information on pet waste station inventory. It was suggested that some localities may be interested in bartering pet waste stations to localities with higher demand. Alternatively, localities with active programs could be asked to pay for pet waste stations using local funds or match any potential grant funds that are secured. Grant funding will not be announced until spring 2016

**ACTION:** HRPDC staff will place a call for information to update the pet waste station inventory.

## 8. Staff Reports

Budget - The current budget was reviewed and approved.

**askHRgreen.org Strategic Planning** – HRPDC staff updated the group on the recent planning meeting.

- Heavy focus on website redesign in phase I on the plan
- Inspirational v. informational website
- Campaign calendar for use by all committee members to help more consistent regional outreach
- Engaging new and diverse audiences (Spanish-speaking population, low income neighborhoods, etc.) – committee recommended other special populations like car owners or boaters be included for Stormwater
- Increasing brand ownership and co-branding by localities
- Phase II Committee member was asked to join the planning committee – Dave Kuzma of Isle of Wight agreed to serve on the planning committee with Fleta Jackson and Allison Watts.
- All Hands Meeting will be held on December 15th at 11:30 a.m. to unveil the five year strategic plan for askHRgreen.org

**Pet Waste Station Maintenance Reminder** – All pet waste station recipients will receive an email reminder from HRPDC regarding regular maintenance and upkeep of stations.

**Grant Funding** – Several grants have been prepared or are being prepared by HRPDC staff (Urban Waters, Bay License Plate Fund (x2), Virginia Environmental Endowment). Updates will be shared as they become available.

**ACTION:** None.

**Next Committee Meeting:** Friday, November 20, 2015 in Newport News.