

**askHRgreen.org | FOG Education Committee Meeting Summary**  
**Tuesday, April 19, 2016**  
**HRPDC - Chesapeake**

Rebekah Eastep, HRPDC  
Brent Werlein, VB  
Brian Wilson, NO  
Regina Duncan, HA  
Amanda May, HRSD  
Michael Coy, YC  
Kate Bernatitus, NN

Jerry Hoddinott, CH  
Ron Johnson, HRSD  
John Dittig, CH  
Phil Jones, IOW  
Josiah Jendrey, SM  
Norman Grefe, Norfolk Health Department  
Marcia Snyder, Norfolk Health Department

The summary for the meeting is as follows:

**1. VDG Presentation**

Norman Grefe and Marcia Snyder with the Norfolk Department of Health discussed mobile food vendors and answered any other questions regarding potential overlap between FOG enforcement and VDH processes/procedures.

- The types of establishments serviced by the local health department may vary. Norfolk does all establishments while in other localities the Department of Agriculture is in charge of some establishments such as convenience stores or grocery stores.
- Three types of establishments for FSEs: building, mobile and push cart
- VDH inspections many parts of the kitchen including signs of sewer backups/overflows and any questionable plumbing connections.
- Grease trap recommendations are made based on menu or by referral to locality.
- Food trucks
  - Must have a commissary with a commercial kitchen for discharge of wastewater (not allowed to dump wastewater at home), source of potable water, store/clean equipment and power source for charging.
  - Policing whether or not the commissary is being used as required is the difficulty in enforcing the commissary requirement.
- VDH permits are good statewide (i.e. a food truck may have a VDH permit in Virginia Beach but a business license in Norfolk, etc.)
- Partnerships with local VDH offices were encouraged.

**Action:** None.

**2. Meeting Summary**

The March meeting summary was reviewed and approved.

**ACTION:** Meeting summary approved.

**3. Events, Promotions & Media**

May 3 – Drinking Water Week/H2O Give Local 757 Day, Southside & Peninsula  
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 – Sensible Seafood Fest, Virginia Beach

May 27 – Blayton Elementary Spring Carnival, James City County  
June 7 – CMA CMG Environmental Fair  
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.

#### 4. Media & Promotions

*Spring TV Campaign – March 28-April 3*

The FOG/WhatNotToFlush 30-sec spot aired the week of March 28-April 3, 2016 and was combined with an online campaign consisting of display ads, Facebook ads, and video pre-roll ads. The finished TV ad is available online and can be used for local outreach. HRPDC staff can provide specific formats, if needed for municipal TV, etc.:

- <https://www.youtube.com/watch?v=Dzngtf5-a8>

**Action:** Request campaign reports for Spring TV Ad campaign.

#### 5. FY 2016-2017 Media and Marketing Plan

The Committee discussed the goals and strategies from FY 16 and approved them without changes for FY 17.

The Committee discussed revisiting the metrics from SSORs data to evaluate the effectiveness of local FOG programs.

Planning Advisor, Brent Werlein, provided an update from the March 24th Planning Advisors meeting:

- Planning Calendar now available and can be viewed by anyone [here](#).
- Municipal Co-branding. Cobranded materials for each locality will be distributed soon.
- Web user survey results. Target demographic has been reached for first phase of the campaign. Moving forward askHRgreen will try to diversify and reach new audiences.
- Locality recognition of askHRgreen program. Localities were encouraged to include askHRgreen.org materials on homepages, social media, events, etc.

**Action:** FY17 Media and Marketing Plan approved.

#### 6. HRFOG.com Development Initiatives

HRPDC staff provided an update on the Committee's prioritized list of development initiatives for CH2M for scoping and estimation purposes.

- Priority 1 issues are now in the testing phase. HRPDC staff will test enhancements along with Brian Wilson and Brent Werlein.
- There will be some downtime when the site is being updated. Committee members asked that the site be redirected to a page indicating as much to reduce calls from the public.

**Action:** Complete testing of Priority 1 enhancements.

## **Yellow Grease Hauling Certification**

The Committee discussed how to create and maintain a certified hauler list for yellow grease haulers.

- Currently there is no resource for FSEs to use when looking for a yellow grease hauler.
- Yellow grease haulers do not have to certify under FOG ordinances, but it can be encouraged by asking them to certify prior to inclusion on a regional list of yellow grease haulers. The list could be maintained on the HRFOG.com website.
- Similar list could be produced for haulers (use the new hauler table included in current website enhancements).
- Norfolk can provide a copy of the list they currently use.

**Action:** Develop a certified yellow grease hauler list for HRFOG.com.

## **7. Roundtable Discussion**

- David Boggs of Valley Protein will attend May meeting to discuss local yellow grease hauling and reporting preferences.
- Norfolk: Proposed inviting grease haulers to a regional Q&A forum to meet with regional FOG representatives, potentially in the fall/winter.
- HRSD: Liquid Environmental Solutions now HRSD certified hauler, updated hauler list will be available.
- York: Inquired about validity of FSEs measurements for under sink grease traps
- Isle of Wight: Having some difficulty locating maintenance records. Committee provided recommended contacts for retrieving better information from Valley Protein.
- Hampton: Participated in Junior League Touch a Truck event
- Chesapeake: Giveaways were well received during customer appreciation week

**Action:** None.

## **8. Staff Reports**

*Budget* – Approved as presented.

**Action:** None.

**Next Meeting – Tuesday, May 17, 2016 at 9:30 a.m. in Newport News.**