

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, June 21, 2016
HRPDC - Chesapeake

Rebekah Eastep, HRPDC
Brent Werlein, VB
Kate Bernatitus, NN
Phil Jones, IOW
Ron Johnson, HRSD
Sarah Crawford, HRSD

Regina Duncan, HA
Amanda Albright, HRSD
Michael Coy, YK

The summary for the meeting is as follows:

1. Meeting Summary

The April meeting summary was reviewed. The Committee members provided a brief overview of the discussion with Valley Proteins for those who were unable to attend. One update to the summary was suggested to clarify that:

- “Tickets are no longer given to the FSE. Localities should request the check stubs instead from the FSE because these do document the quantity of grease collected by VP.

ACTION: Meeting summary approved as amended.

2. Events, Promotions & Media

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. FY 2016-2017 Media and Marketing Plan

The Committee set a media budget of \$34,000 at the May meeting and approved the FY 17 Media & Marketing plan at the April meeting. Cahoon & Cross will present a media proposal for Committee review in July.

HRPDC staff shared the FY 17 Media & Marketing plan and “Down the Drain” TV ad with the Directors’ of Utilities. The Directors’ of Utilities approved of the FY17 plan and enjoyed the TV ad. There were no suggested changes specific to the FOG program however there was interest in highlighting and better promoting infrastructure investments at the local level.

The Stormwater Education Committee voted to reduce their askHRgreen contribution to \$15,000. Historically each committee contributed \$25,000 to the overall fund and the rest of the Committees have voted to continue at that level. HRPDC staff will work with Cahoon & Cross to identify areas where the Stormwater Education committee will receive decreased services commensurate with the decreases in spending for askHRgreen.org.

Committee members will continue to discuss an Open House event for regional grease haulers during the fall of 2016.

Action: None.

4. 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.

- HRPDC staff demonstrated the new functionality added to the website. All priority one tasks will be complete before June 30, 2016.
 - Google translate toolbar functionality is in testing and will be pushed to production next week.
- The Committee reviewed the list of additional enhancements and prioritized tasks for FY 17.

Action: HRPDC staff will share task and priority assignments with Committee and CH2M.

5. Roundtable Discussion

- Eco Tabs – being marketed locally for odor control. HRSD has ok'd the safe use of this product but has no experience with the effectiveness in systems/pump stations. Virginia Beach and Newport News will be holding pilot projects.
- Liquid Environmental Solutions – not HR FOG certified but newly permitted through HRSD.
- The environmental crimes task force is being hosted by the US Attorney's Office in Norfolk. Those interested can contact Ron Johnson for more information.

Action: None.

6. Staff Reports

Budget – Approved as presented.

Committee members were encouraged to review the online planning calendar:

https://docs.google.com/spreadsheets/d/1CYMolRaVeSxmciCf-yv62BqalBm2eeV0Ewrk20RbB8w/edit?usp=drive_web

Action: None.

Next Meeting – Tuesday, July 19, 2016 at 9:30 a.m. in Newport News.