

January 10, 2019

Memorandum #2019-09

TO: askHRgreen.org: Fats, Oils and Grease Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Fats, Oils and Grease Subcommittee Meeting – Tuesday, January 15, 2019

This is to call the next meeting of the **askHRgreen.org: Fats, Oils and Grease Subcommittee** for **Tuesday, January 15, 2019**. The meeting will begin at **9:30 a.m.** and will be held and will be held at the **Newport News Public Works Office** located at **511 Oyster Point Road, Newport News**.

In the event you are unable to attend, please let us know. 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 December is attached for your review and information.

Attachment 1

Action: Approve the meeting summary.

2. askHRgreen.org Events

January 25-27 – Virginia Flower and Garden Expo, Virginia Beach*

February 9-10 – Hampton Roads Home Show, Hampton*

February 19 – Colonial Heritage Garden Club, Williamsburg/JCC

May 3-4 – Great American Cleanup Hampton Roads Kickoff events*

**Need volunteers for this event.*

Action: Based on discussion.

3. Media & Promotions

The current FY19 media plan is outlined below for the Committee's review.

- Grease Grinch Campaign – ran online Nov. 19 – Dec. 24 with two weeks of radio support (Nov. 19-25 and Dec. 17-23)
- What Not To Flush video campaign – early March
- askHRgreen social media branding campaign - Green new year's resolutions – committee members to enhance campaign by sharing inspiration or personal resolutions via video or photo

Action: Based on discussion.

4. Brochures & Printed Materials

The Committee will continue discussion of the new BMP brochure/poster and yellow grease rack card.

Attachment 4

Action: Based on discussion.

5. Website Development Initiatives

The Committee should discuss new and existing development initiatives for the HRFOG.com regional certification website. Specific tasks include:

- Updating the site to a responsive (mobile-friendly) design
- REST .api compatibility for integration with locality databases
- Full user report error – continues to be an issue
- Data QC reports finalized
- FSE load error when there are certified employees associated

Action: Based on discussion.

6. FOG MOA

Attached is the regional MOA between HRSD and localities from 2008. The Committee should review and discuss how to proceed as there is not a regional copy containing all locality signatures available through HRPDC.

Attachment 6

Action: Based on discussion.

7. Roundtable

Committee members should share any information or discuss any current issues with their FOG programs.

Action: Based on discussion.

8. Staff Reports

Budget – The current FY19 budget is attached.

Digital Marketing Report – HRPDC staff will provide an overview of December's digital marketing report.

Attachment 8A, 8B

Action: Based on discussion.

Next Meeting – Tuesday, February 19, 2019 at 9:30 a.m. in Chesapeake.