

March 14, 2019

Memorandum #2019-45

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, March 19, 2019

This is to call the next meeting of the **askHRgreen.org: Fats, Oils and Grease Subcommittee** for **Tuesday, March 19, 2019**. The meeting will begin at **9:30 a.m.** and will be held and will be held in the **Warwick Room at 700 Town Center Drive (City Center), Newport News, VA.**

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 February is attached for your review and information.

Attachment 1

Action: Approve the meeting summary.

2. askHRgreen.org Events

The Committee will review draft artwork for the new trailer wrap. The current event schedule is as follows:

3/20	Las Gaviotas Green Forum	Chesapeake
3/23 - 3/24	Mid Atlantic Home & Outdoor Living Show*	Virginia Beach
4/6	Hampton Touch a Truck	Hampton
4/6	Southern Chesapeake Community Day	Chesapeake
4/6-4/7	Williamsburg Home Show	Williamsburg
4/14	Wings & Things Spring Fling	Portsmouth
4/16	Anthem Eco Fair	Virginia Beach
4/18	Anthem Eco Fair	Norfolk
4/18	Norfolk Naval Shipyard Earth Day Fair	Norfolk
4/20	Virginia Living Museum Earth Day	Newport News
4/22	TCC Cares	Chesapeake
4/23	VA AWWA 30th Annual Water Distribution Seminar and Utility Rodeo	Norfolk
4/27	Celebrate the Park	Newport News
4/28	Stand Up Rally and Expo	Williamsburg

5/8	City of Virginia Beach Public Utilities Employee Picnic	Virginia Beach
5/11	Virginia Landscapes Exhibition at the Peninsula Fine Arts Center	Newport News
5/23	City of Virginia Beach Public Works Employee Picnic	Virginia Beach
5/31	CARE and Wellness day	Chesapeake
6/23	Elizabeth River Fest*	Virginia Beach
10/10 - 10/13	Peanut Festival	Suffolk
10/12	Lynnhaven River Now Fall Festival	Virginia Beach

**Need volunteers for this event.*

Attachment 2

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 – (March 4-10) – existing video and new radio + an online quiz/challenge
- askHRgreen social media branding campaign - ongoing

Action: Based on discussion.

4. Brochures & Printed Materials

The Committee will review the revised yellow grease rack card and discuss any final revisions to the BMP brochure/poster. The Committee should also discuss print quantities for each.

Attachment 4A, 4B

Action: Based on discussion.

5. Website Development Initiatives

HRPDC staff will provide any development updates related to the HRFOG.com certification site.

Action: Based on discussion.

6. FOG MOA

The Committee will continue discussing updating the regional FOG MOA between HRSD and localities from 2008. Suggested edits to date are highlighted in the master document accessible at the link below:

<https://docs.google.com/document/d/17KkGyerul30a2CH3NS5bqzaKKrrs13daidea4yI SI4Y/edit?usp=sharing>

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, April 16, 2019 at 9:30 a.m. at the HRPDC office in Chesapeake.