

October 10, 2018

Memorandum #2018-122

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, October 10, 2018

This is to call the next meeting of the **askHRgreen.org: Fats, Oils and Grease Subcommittee** for **Tuesday, October 16, 2018**. The meeting will begin at **9:30 a.m.** and will be held in **Board Room A** at the **HRPDC Office** located at **723 Woodlake Drive, Chesapeake**.

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 September is attached for your review and information.

Attachment 1

Action: Approve the meeting summary.

2. askHRgreen.org Events

October 19-25 – HII Environment, Health & Safety Expo, Newport News

October 29 – Hampton Roads Chamber Mega Mixer, Virginia Beach

November 3 – Litter & Recycling Expo, James City County

November 8 – Canon Safety & Environmental Fair, Newport News

November 13 – Anthem Eco Fair, Virginia Beach

November 15 – Anthem Eco Fair, Norfolk

**Need volunteers for this event.*

Action: Based on discussion.

3. Media & Promotions

The Committee will discuss any updates related to the “Write as Rain” sidewalk messaging campaign. The FY19 media campaign priorities are as follows:

- Man on the street video for what not to flush to run at any time but being mindful to space out campaigns throughout the year

- Holiday themed “Grease Grinch” spot – new creative in the style of the RMTL radio and video ads.
- askHRgreen brand campaign for social media.
- Search Engine Marketing (SEM) will continue.

Action: Based on discussion.

4. Brochures & Printed Materials

The Committee should do a final review of content to be included in the new BMP brochure/poster. It has been requested that the Committee also discuss the potential of a sticker version of the “No Grease” signs.

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.

Action: Based on discussion.

6. Roundtable

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

Action: Based on discussion.

7. Staff Reports

Budget – The current FY19 budget is attached.

Attachment 7

Action: Based on discussion.

Next Meeting – Tuesday, November 20, 2018 at 9:30 a.m. in Newport News.

KC/sl