

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, April 16, 2019
HRPDC – Chesapeake

Brent Werlein, VB
 Kate Bernatitus, NN
 Regina Duncan, HA
 Jerry Hoddinott, CH
 Tom Fauber, JCSA
 Amanda Albright, HRSD
 Reinald Spratley, SU

Rachael Gaul, NO
 Amy Zieman, YC
 Randy Estness, YC
 E’Laura Conrad, NN
 Katie Cullipher, HRPDC
 Rebekah Eastep, HRPDC

The summary for the meeting is as follows:

1. Meeting Summary

The March meeting summary was reviewed and approved.

ACTION: Meeting summary approved.

2. Events, Promotions & Media

4/14	Wings & Things Spring Fling	Portsmouth
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
4/27	Community Empowerment Day	Newport News
4/28	Stand Up Rally and Expo	Williamsburg
5/3-5/4	Team Up 2 Clean Up - Great American Cleanup	All of Hampton Roads
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
5/16	Sensible Seafood Fest	Virginia Beach
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
9/28	Bow Creek Block Party	Virginia Beach
10/10 - 10/13	Peanut Festival	Suffolk
10/12	Lynnhaven River Now Fall Festival*	Virginia Beach

Trailer repairs – The Committee reviewed the updated trailer wrap. Generally they liked the new concept. General feedback received via email included: alphabetizing locality names and keeping all names on one line and being consistent with the category labels. Additional feedback via email was welcomed.

Great American Cleanup – HRPDC staff updated the Committee about Great American Cleanup plans. Sam Hundley, a local scrap artist, will be making art out of objects found during the cleanup. Volunteers and cleanup/beautification projects are needed if any Committee members would like to get involved.

Action: HRPDC staff will collect feedback on trailer design.

3. Media & Promotions

HRPDC staff reviewed the FY19 media plan with the Committee:

- Grease Grinch Campaign – Completed
- What Not To Flush video campaign – (March 4-10) – campaign report to follow
- askHRgreen social media branding campaign – *ongoing*
 - April theme was Great American Cleanup

Action: None.

4. Brochures & Printed Materials

The Committee approved the yellow grease rack card. The Committee approved the BMP brochure/poster. HRPDC staff will order 5,000 of each.

The Committee discussed a new educational handout with a more technical description of FOG for use with business owners who believe they do not produce FOG. The resource could be added to the website and printed out as needed by inspectors/local staff.

The Committee discussed other outreach materials that could help promote FOG messages with restaurant staff (i.e. quizzes, “team huddle” activities).

The Committee discussed adding a question to the certification test regarding FOG producing foods/services.

Action: HRPDC staff will order 5,000 each of the yellow grease rack card and BMP brochure/poster.

5. Website Development Initiatives

The HRFOG site continues to be down due to server hosting errors. HRPDC staff are working closely with Jacobs and HRPDC IT staff to correct the problem.

Other potential and outstanding 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
- HRPDC staff is now completing monthly data cleanups using the new reports.
- FSE load error when there are certified employees associated

Action: HRPDC staff will continue to work on data cleanup and enhancement list.

6. FOG MOA

The Committee reviewed and approved comments and edits made to the new regional MOA between HRSD and localities. Changes to the document make it inclusive of those without an ordinance or enforcement program and should increase support among those localities.

<https://docs.google.com/document/d/17KkGyerul3Oa2CH3NS5bqzaKKrrs13daidea4yISI4Y/edit?usp=sharing>

Action: HRPDC staff will present edited MOA to Directors of Utilities for feedback and review.

7. Roundtable Discussion

- Newport News – issues with hauler practices continue
- James City County – looking for recommendations on commercial grinder pump maintenance companies to assist with maintenance of private grinders
- Hampton – [Women in Public Services Conference](#) scheduled for Sept. 19-20
- Norfolk – FOG Inspector position open, AWWA Utilities Rodeo April 22-24
- HRSD – yellow grease thefts being reported in King William, may be able to share some data from haulers to monitor decanting, falsified cleaning records, etc.
- Virginia Beach – finalizing FOG software selection, \$25,000 startup cost with variable continuing fee, continuing to look at changes to ordinance including possible charges for hot spot cleaning once structural repairs are completed.

Action: None.

8. Staff Reports

Budget - The Committee reviewed the FY19 budget.

Digital Marketing Report – HRPDC staff provided an overview of March’s digital marketing report.

Action: None.

Next Meeting – Tuesday, May 21, 2019 at 9:30 a.m. in Newport News.