

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, January 17
Newport News Public Works – Newport News

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Brent Werlein, VB
Amanda Albright, HRSB
Cathy Filipowski, NO
Regina Duncan, HA

Michael Coy, YK
John Dittig, CH
Kate Bernatitus, NN
Jerry Hoddinott, CH
Brian Wilson, NO

The summary for the meeting is as follows:

1. Meeting Summary

The December meeting summary was reviewed and approved.

ACTION: Meeting summary approved.

2. Events, Promotions & Media

February 11-12 – Hampton Roads Home Show, Hampton Convention Center

- Volunteers needed but Newport News Waterworks will supplement

March 11 – Community Association Day, Virginia Beach

- 1 volunteer still needed for morning shift

April 22 – Virginia Living Museum Earth Day Event, Newport News

June 24 – Olden Days, Smithfield

Action: HRPDC staff will send out a request for volunteers for upcoming events.

3. Media & Promotions

Rainy Day Sidewalk Campaign

The Committee reviewed the rainy day sidewalk campaign messages and approved them without changes. The campaign will now include three committee messages only in the large 24" x 40" size. A separate stencil will be created for applying a single hashtag for the entire campaign. The rainy day sidewalk campaign workgroup will meet January 26th to begin discussing logistics of the project.

Search Engine Marketing

HRPDC staff provided the Committee with a Search Engine Marketing (SEM) report and asked that the Committee review the ad copy and keywords for this campaign.

Media

- Holiday FOG Campaign – Nov. 19-25 – Promotional report should be available for review at February meeting.
- IT Came From Beneath the Streets – Jan. 30 – Feb. 5 – The schedule was moved to run the week leading up to the Super Bowl on February 5th.
- FOG Campaign – Feb. 13-17 – Pickup of spring 2016 TV campaign

Action: Committee members should continue to work on developing ideas for the sidewalk campaign. Committee members should review the SEM report for changes.

4. **HRFOG.com Development Initiatives**

CH2M has now deployed all priority 2 development initiatives. Some changes of note include:

- Implementation of hashed passwords means that passwords are now case sensitive. Please contact HRPDC staff if you have trouble logging in to your admin accounts.
- Searching is now available by user id.

CH2M will begin working on Priority 3 tasks for implementation before the end of this contract year.

Action: HRPDC staff will continue to work with CH2M on implementation of enhancements.

5. **Printing & Promotional Items**

HRPDC staff provided a list of quotes for the Committee to review. The Committee decided to purchase the following items:

- Trivia wheel – 1 (joint purchase with all committees)
- Stainless steel mesh sink strainer – 3,000
- Compressed House Shaped Sponge – 2,500
- Compressed Towels – 2,000
- Toilet Stress Ball – 2,500

Action: HRPDC staff will finalize promotional item artwork and place orders.

6. **Roundtable Discussion**

The Committee discussed the following issues and concerns:

- HRSD assisting Hampton with enforcement at FSE that did not have a grease trap installed. HRSD can fine and/or shut off water service for FSEs not in compliance. HRSD is available to assist localities as needed with enforcement efforts.
- HRSD surcharge program is restructuring and may become more active with monitoring and inspecting in localities without a FOG ordinance.
- HRSD working on regional response on fryer boil-out disposal.
- National Restruarant Association contacted HRPDC staff to use outreach materials in upcoming nationwide education campaign.
- Food trucks are now required to register with the state.

Action: None.

7. **Staff Reports**

Budget – Approved as presented.

Regional Technical Standards for the Sizing of Grease Control Devices – HRPDC staff will be sending out a request to the Directors' of Utilities to assign a staff member for a review of the technical standards.

Action: None.

Next Meeting – Tuesday, February 21, 2017 at 9:30 a.m. at the HRPDC office in Chesapeake.

