

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, May 16, 2017
HRPDC Office - Chesapeake

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Amanda Albright, HRSD
Cathy Filipowski, NO
Jerry Hoddinott, CH

Lou Battagliola, CH
Brent Werlein, VB
Bob Hewitt, VB
Danny Stewart, VB
Ellen McBride, RCS

The summary for the meeting is as follows:

1. Meeting Summary

The April meeting summary was reviewed and approved.

ACTION: Meeting summary approved.

2. Events, Promotions & Media

May 25 – Sensible Seafood Festival, Virginia Beach
June 6 – CGM-CMA Environmental Fair, Norfolk
June 8 – NASA Langley Safety & Health Expo, Hampton
June 24 – Olden Days, Smithfield
September 14-17 – Isle of Wight County Fair, Windsor
September 30 – James River Fest, Williamsburg
October 5-8 – Peanut Festival, Suffolk

Action: None.

3. Media & Promotions

Rainy Day Sidewalk Campaign

HRPDC provided an update on the rainy day sidewalk campaign.

- An official reveal and press conference was held before the April HRPDC meeting with Ella Ward (CH) and Michael Hippel (JCC). The Hampton Roads Show was on-site to film a segment that aired afterwards.
- Katie Cullipher appeared on the April 24th “Coast Live” program on WTKR.
- Southside Daily, Virginian-Pilot and the Suffolk News Herald all featured the project.
- Promotional resources (news release, social media postings, video, etc.) have been provided to committee members for local promotion in newsletters, on municipal TV, etc.
- Portsmouth, Isle of Wight and Smithfield are still waiting to apply stencils. Suffolk City Manager has requested additional applications at the municipal center.
- There should be product remaining if localities have locations scouted out for a second round of applications.
- HRPDC staff thanked the Rainy Day Workgroup for their hard work to coordinate this regional, joint committee initiative.

Action: Committee members should continue to promote the Rainy Day Sidewalk Campaign and notify HRPDC staff if additional stencil locations are identified.

4. HRFog.com Development Initiatives

There were no new web development updates to discuss at this time.

Action: None.

5. Printing & Promotional Items

The Committee decided to purchase 5,000 “What Not to Flush” stickers. Other promotional items purchased this fiscal year include:

- Sink strainers – available
- Toilet-shaped stress balls - available
- Magnet clips – available
- Compressed towels – on order

Action: HRPDC staff will order 5,000 of the WNTF bathroom decals.

6. Hampton Roads Technical Standards for the Sizing of GCDs

HRPDC staff will schedule another FOG Technical Committee meeting to review Brent’s computations for the different GCD sizing methods based on the data collected from Hampton, Newport News, Norfolk and Virginia Beach FSEs.

Action: HRPDC staff will schedule the meeting.

7. Roundtable Discussion

- York County – Poor response rate to first mailing about the FOG program. Looking for input from other localities on their notification procedures.
- Virginia Beach – Looking for guidance on how to properly abandon gravity grease interceptors. Comicon is going to be in Hampton – this event has a large audience, historically. It should be held sometime in the October timeframe but a date has not yet been announced.
- Norfolk – Working with the planning department on the plumbing permitting process to provide input on GCD sizing.

Action: None.

8. Staff Reports

Budget – Approved the current budget as presented. The Committee determined the following allocations for the FY18 budget: Media (\$40K), Printing & Promo Items (\$15K), Trailer/Storage (\$1K), Mini Grant Program (\$1K), askHRgreen RCS (\$20K).

Mini Grant Program Administration – HRPDC recommended forming a joint Mini Grant Workgroup comprised of two representatives from each Committee. Each Committee will put in a contribution to a mini grant fund to be used for all applications received during the fiscal year. The Committee approved a \$1,000 contribution to the program. The other three askHRgreen committees are each contributing \$3,000 to the budget so they will have two votes and FOG will have one vote (1/2 vote for each member) on applications for a total of 7 votes total. Sarah Crawford and Cathy Filipowski volunteered to be the committee representatives on this advisory board.

Action: None.

Next Meeting – Tuesday, June 20, 2017 at 9:30 a.m. in Chesapeake.