

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, October 16, 2018
HRPDC – Chesapeake

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Beth Vandell, HRPDC
Regina Duncan, HA
Amanda Albright, HRSD
Brent Werlein, VB

Mike Coy, YK
Jerry Hoddinott, CH
Kate Berntitus, NN
Tom Fauber, JCSA

The summary for the meeting is as follows:

1. Meeting Summary

The September meeting summary was reviewed and approved.

ACTION: Meeting summary approved.

2. Events, Promotions & Media

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

Action: None.

3. Media & Promotions

Write as Rain – The Write as Rain campaign is now underway:

- Social media contest continues. Because there has been no rain, HRPDC staff has been promoting the option to just share what you do to live green. Contest will continue through the end of October.
- Katie Cullipher and Megan Hale appeared on Coastal Connections to promote the program.

FY19 Planning – HRPDC staff will be meeting with RCS to finalize FY19 draft media plans for Committee review. The Committee reviewed priorities discussed for FY19:

- Man on the street video for what not to flush – no specific timeframe
- Holiday themed “Grease Grinch” spot – new creative in the style of the RMTL radio and video ads is in production with RCS.
- askHRgreen brand campaign for social media.
- Search Engine Marketing (SEM) will continue.

Action: Committee members should promote Write as Rain campaign. HRPDC staff will work with RCS to finalize draft FY19 media plans for Committee review.

4. Brochures & Printed Materials

The Committee reviewed content to send to RCS for designing a new six panel brochure/poster for restaurant BMPs.

The Committee discussed requests from restaurants to have the No Grease sign and BMP poster in a cling/sticker format. The Committee approved of the idea and requested quotes for 500 of each. The Committee recently purchased 2,500 of the regular No Grease signs.

Action: HRPDC staff will send final content to RCS for design and get quotes for BMP and No Grease clings.

5. Website Development Initiatives

The Committee discussed new and existing development initiatives for the HRFOG.com regional certification website. Potential and outstanding tasks include:

- Updating the site to a responsive (mobile-friendly) design
 - Jacobs is working on an estimate for Committee consideration.
- REST .api compatibility for integration with locality databases
- Full user report error – continues to be an issue
- Data QC reports finalized
- FSE load error when there are certified employees associated

Action: HRPDC staff will work with Jacobs to continue troubleshooting and enhancing HRFOG.com

6. Roundtable Discussion

- Chesapeake – Lou Battagiola no longer with the city.
- HRSD – Ron will be the Committee point of contact while Amanda is out on leave (November-February), requested any updates to listing of grease control device installation process.
- Newport News – trying to go paperless with electronic signatures, sampling results were not as anticipated so they are looking to composite samples instead.
- James City County – problems with derelict yellow grease container
- Virginia Beach – grease theft occurring, discussions continue with permits and inspections on process for installing GCDs
- York County – registrations and certifications continue.

Action: None.

7. Staff Reports

Budget - The Committee reviewed the FY19 budget.

Green Learning Guide – HRPDC staff continue to work on a distribution strategy to get copies for each third grade student in Hampton Roads.

Action: None.

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