

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, October 17, 2017
HRPDC - Chesapeake

Katie Cullipher, HRPDC
Beth Vandell, HRPDC
Rebekah Eastep, HRPDC
Amanda Albright, HRSO
Cathy Filipowski, NO

Jerry Hoddinott, CH
Brent Werlein, VB
Regina Duncan, HA
Michael Coy, YK
Randy Esturess, YK

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 – CNU Farmers Market, Newport News

October 21 – Simple Living Fair, Joint Use Library, Virginia Beach*

- Cancelled – volunteers unavailable

October 21 – Comicon, Hampton

- Cancelled – unable to get response from event planner

October 24-25 – Newport News Shipbuilding Event, Newport News

November 15 – America Recycles Day (promotion)

March 3-4 – Hampton Roads Home Show, Hampton

- Volunteers will be needed. HRPDC staff will distribute request in 2018.

Action: None.

3. Media & Promotions

The Committee reviewed the FY18 media schedule/budget:

- Holiday “Clog Free Season” – Pickup creative – November 20-26
- It Came from Beneath the Streets – Pickup creative – January 29 – February 4
- “What Do You Know” - NEW creative – May 28 – June 2
 - The Committee should begin to think about a theme or strategy and plan to start discussing specifics in 2018.
- Write as Rain Round II – will be discussed in more detail at the All Hands meeting

HRPDC staff discussed new advanced TV media opportunities this year including:

- OTT (over the top) – delivery of TV content via the internet on all devices
- CTV (connected TV) – Smart TVs – no mobile or subscriptions
- Full Episode Player – expensive option but high video completion
- In general, advanced TV offers guaranteed views and a high degree of targeting.
- WTKR mobile ads will only start after the launch of the new website.

Action: The Committee should begin to brainstorm for a theme or strategy to use in the “What Do You Know” video.

4. HRFog.com Development Initiatives

HRPDC staff provided an update on the enhancements list. CH2M has indicated that testing should be available soon for completed enhancements. HRPDC staff asked Brent Werlein to assist with testing.

Action: HRPDC will work with developer and Brent Werlein to complete testing of new enhancements.

5. Hampton Roads Technical Standards for the Sizing of GCDs

The revised technical standards as approved by the Directors of Utilities committee on September 6 have been submitted for approval by the Hampton Roads Planning District Commission in the consent agenda for the Commission's October 19 meeting.

The Committee reviewed a memo to circulate with the standards will be circulated with a memo to all committee members.

The new technical standards document can be downloaded and shared via this link: <http://www.hrpdcva.gov/library/view/658/hampton-roads-regional-technical-standards-for-the-sizing-of-grease-control-devices>

Action: HRPDC staff will send final memo to Committee members once approved by the Commission.

6. Printing & Promotional Items

The Committee reviewed pricing for grease can lids and agreed to purchase 5,000. Committee members were asked to think about what other items they might like to purchase.

Action: HRPDC staff will order 5,000 grease can lids.

7. Roundtable Discussion

- Hampton conducting multi-family housing outreach.
- Chesapeake continues to work towards an ordinance. A draft ordinance is currently being reviewed.
- Grease Hauler Training – The Committee discussed possibly holding another training session focusing this time on yellow grease and grease cleanup (pressure washing, etc.)
- Virginia Beach – transitioning away from homegrown database
- York County – new inspector (Randy Esturess) hired, staff have completed the first round of visits to FSEs to provide education about FOG program and expectations.

Action: The Committee will continue to discuss plans for another grease hauler training.

8. Staff Reports

Budget – The Committee reviewed the budget. HRPDC staff will add cost of reusable bags to the budget.

Green Learning Guide – Sarah Crawford and Brent Werlein will represent the Committee on the workgroup meeting October 27th.

Annual Report – The FY17 askHRgreen.org Annual Report was distributed via email and is available for download on the website here: http://askhrgreen.org/wp-content/uploads/2011/06/askHRgreenFY17AnnualReport_final.pdf

Action: HRPDC staff will add cost of reusable bags to budget.

Next Meeting – Tuesday, December 19, 2017 at 9:30 a.m. at HRPDC in Chesapeake.