

askHRgreen.org Fats, Oils, and Grease Education Subcommittee Meeting
Tuesday, August 18, 2020
Zoom video conferencing or conference call

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the Subcommittee members, staff, and the general public, the askHRgreen.org Fats, Oils, and Grease Education Subcommittee meeting was held electronically via Zoom. These electronic meetings are required to complete essential business on behalf of the region. A recording of the meeting is available on the website.

Attendance:

Chad Krejcarek, PQ	Amanda Albright, HRSD
Amy Zieman, YK	Lindsay Dierks, NO
Catherine Filipowski, CH	Alan
Brent Werlein, VB	Daniel McCarty, VB
Jerry Hoddinott, CH	Katie Cullipher, HRPDC
Lacie Weaver, HRSD	Rebekah Eastep, HRPDC
Chelsey Daughtrey, SM	

The meeting summary was as follows:

1. Meeting Summary

The Subcommittee reviewed and approved the July meeting summary.

Action: Meeting summary approved.

2. Events

The current list of events is as follows:

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	RiverFest	TBD

- Yorktown Go Green Market is still scheduled to proceed in September.

Action: None.

3. FY21 Campaigns

The FY21 media/campaign planning document for all askHRgreen.org Committees was provided for review. FOG Committee campaigns include the “Grease Grinch” and “What Not to Flush” creative campaigns, using existing creative assets.

- Grease Grinch scheduled 11.23 - 12.06 - The Committee would like to spread the campaign throughout November/December. The radio may be a shorter campaign with a digital campaign running throughout.
<https://www.youtube.com/watch?v=nPmTSIbDJxc>
- What Not to Flush scheduled for February - dates for campaign are flexible but can be bumped up to respond to any increases in SSO.
https://www.youtube.com/watch?v=mYAlBqe_XVg

Action: Detailed media plans will be available for review at the September meeting.

4. Printing & Promotional Items

The following items were ordered and are available for pickup. Committee members are encouraged to coordinate a pickup date/time with HRPDC staff.

- Dip Stick Pro sludge judges and six-foot extensions
- What Not to Flush magnet game (boards and game magnets)
- No grease sign stickers
- FOG coloring books - HRPDC staff will check on the digital version of the coloring books. The digital copy will be made available to the Committee via email and add to the askHRgreen.org website.

Remaining promotional item budget will go to support technical consulting services from Ken Loucks. Additional promotional items can be purchased if needed through the Committee’s carryover budget.

Action: Committee members should make arrangements to pickup promotional items from HRPDC.

5. Commercial Outreach

The Committee has reviewed the HGI Cleaning Guide via email and submitted edits. The main change was for sizing to 25 gpm. HRPDC staff will finalize changes to HGI Cleaning Guide next week.

Action: HRPDC staff will finalize the HGI Cleaning Guide.

6. FOG Program & MOA Update

Updates to MOA adoption should be tracked in the Google spreadsheet and signed copies should be kept on file with HRPDC. HRPDC staff will continue to follow up with Directors of Utilities on the status of MOA adoption at their monthly meetings.

- York County has signed the MOA but HRPDC still needs a copy to keep on file.

Technical consulting services from Ken Loucks were approved by the HRPDC Finance staff as a sole source provider for procurement purposes. The contract can be awarded on August 24. HRPDC staff have sent out a poll to coordinate a date and time for a launch meeting between Committee members and Ken Loucks. All localities are encouraged to participate.

Action: The Committee is encouraged to respond to request for scheduling launch meeting with Ken Loucks.

7. Roundtable & Public Comment

- HRSD -
 - HRSD is hiring for a pretreatment position.
 - HGI sludge judge purchased through Raven Environmental. A discount will be offered for purchases of 10 or more if others are interested in a regional purchase.
 - Simplifying process for finding new regulated facilities (small communities or Hampton Roads surcharge/permit locations) by documenting how new sewer connections are handled v. a new location inside an existing facility. Localities are encouraged to communicate new locations to HRSD and HRSD will do the same for locality inspectors. January/July HRSD will plan to send updated list of regulated facilities for locality reference.
 - Virtual tour of SWIFT facility to continue engagement during social distancing
 - Continued focus on providing outreach and educational resources for schools and teachers during virtual learning
- Directors of Utilities Committee discussed FOG inspection fees at their monthly meeting. The Committee would like to document the fee schedule for each locality. Gloucester does have an inspection fee up front and interested in reinspection fees used in other localities.
- Chesapeake - distributing information packets to continue education efforts
- Norfolk - some inspections restarting but still working from home

- Virginia Beach - 75 percent failure rate mostly attributed to administrative issues including yellow grease log maintenance, certified employees, GCD cleaning logs, etc. New software allows haulers to upload GCD logs directly to tracking software. MOA does not need to go to council for approval so signed MOA should come from the Director's Office soon.

Action: HRSD will provide details on HGI sludge judge to interested localities.

8. Staff Reports

Budget - The Committee reviewed the FY21 budget. Promotional items budget is fairly exhausted but carryover funds are available should needs arise. Directors of Utilities are reviewing the Committee budget for FY22 which has no increase from FY21.

Annual report - HRPDC staff sent Annual Report content for review. Final report will be available by the end of August. HRPDC staff will be scheduling a webinar All Hands Meeting to go through the annual report information, plans for FY21 and provide an opportunity for discussion among all four Committees. A Doodle poll will be sent by HRPDC staff to coordinate a date/time that works for the greatest number of people.

Great American Cleanup - Rescheduled from March due to COVID-19. The Recycling & Beautification Committee is encouraging mall group cleanups throughout the region on September 18-19.

Action: HRPDC staff will send Doodle poll for scheduling an All Hands meeting in September and finalize Annual Report by the end of August.

The next Committee meeting is scheduled for September 15, 2020.