

**askHRgreen.org Fats, Oils, and Grease Education Subcommittee Meeting**  
**Tuesday, July 20, 2021**  
**Webex**

**Attendance:**

Lindsay Dierks, NO	Amanda Albright, HRSD
Chad Krejcarek, PQ	Jason Lee, CH
Amy Green, YK	Regina Duncan, HA
Jerry Hoddinott, CH	J.Wilson
Mike Martin, HRSD	Katie Cullipher, HRPDC
Cathy Filipowski, CH	Rebekah Eastep, HRPDC
Chelsea Daughtry, SM	

The meeting summary was as follows:

**1. Meeting Summary**

The Committee reviewed the June meeting summary.

**Action:** The meeting summary was approved.

**2. Events**

The current list of events is as follows:

7/16	TGIF	Suffolk
7/21	YNot WINDsday	Virginia Beach
8/20	TGIF	Suffolk
9/11 - 9/12	<i>Mid Atlantic Home &amp; Outdoor Living Show*</i>	<i>Virginia Beach</i>
9/16 - 9/19	Isle of Wight County Fair	Windsor
10/2/2021	Arbor Day	Norfolk
	VB Master Gardener Fall Gardening	
10/2/2021	Festival	Virginia Beach
10/6-10/11	Suffolk Peanut Festival	Suffolk
10/9	Lynnhaven River Now Fall Festival	Virginia Beach
11/5	Litter and Recycling Expo	James City County

*\*Volunteers needed*

HRPDC staff will send out a request for volunteers for the upcoming Mid-Atlantic Home & Garden Show.

**Action:** Committee members should request supplies or reserve the trailer as needed.

**3. FY22 Media Campaigns & Promotions**

The Committee reviewed existing creative and discussed priorities for media campaigns and promotions in the new fiscal year. Below is a listing of FY21 media campaigns and a link to a Google Drive folder of creative assets available.

- Holiday Grease Grinch
- What Not to Flush
- Media asset library:  
[https://drive.google.com/drive/folders/158bn67ipGJHzxAmbcLIZEv\\_fAtCUSjyZ](https://drive.google.com/drive/folders/158bn67ipGJHzxAmbcLIZEv_fAtCUSjyZ)

The Committee would like to rerun existing Grease Grinch and What Not to Flush (chalkboard-style creative and Beneath the Streets) campaigns.

- Beneath the Streets should coordinate with the Halloween season.
- Grease Grinch should run for the holiday season.
- Old Super Bowl ads should be picked up on social media.

**Action:** HRPDC staff will work with RCS to development FY22 media plans.

#### **4. Printing & Promotional Materials**

Committee members can arrange to pick up supplies as needed from HRPDC staff. Items available for pickup include:

- sludge judges/extensions (to those localities who requested them)
- “What Not to Flush” game magnets/magnet boards - HRSD will be able to use game and upcoming facility opening event
- FOG coloring books
- Green Learning Guides (third and sixth grade)
- WNTF stickers
- No grease stickers (nine-inch and three-inch)
- HGI rack cards (5,000 in English, 1,000 in Spanish, 1,000 in Chinese) - on order
- Yellow Grease rack cards (1,000 in Spanish, 1,000 in Chinese) - on order

**Action:** HRPDC staff will notify the Committee when new printed materials arrive.

#### **5. FOG GCD Enforcement MOA**

Mike Martin with HRSD discussed a new approach to executing the GCD Enforcement MOA locally instead of regionally. An updated document created with AquaLaw was provided for review and discussion.

- Each locality will sign the individually with HRSD. The document can be signed by the Director of Utilities.

- Additional form created to document Locality FOG Request. The form captures locality contact info, FSE info, FSE business practices, current GCD information, and reason for requesting. Form would be sent to HRSD via email.
- New draft MOA will be presented to the Directors of Utilities for review and discussion at their August meeting.

**Action:** Committee members should submit any feedback or edits on the draft MOA and Locality FOG Request form.

**Action:** None.

## 6. FOG Regional Website & Training Updates

CDM Smith has launched new enhancements on HRFOG.com from the Committee task list. Updates include:

- Assignment of user type to all users: FSE Employee or Hauler
- Guided website experience based on user type (Haulers only see hauler test and business listing and vice versa)
- Users have the ability to toggle between user types to maintain both certifications, if needed.
- Users can add business association at time of registration.
- SSL security tickets were not moved to the production website with this launch due to some missing information. This is expected to happen later this week.
- CDM Smith will present options for a new test taking platform at the August meeting.

**Action:** Committee members are encouraged to test new website function and notify HRPDC staff of any error messages.

## 7. Roundtable & Public Comment

- *HRSD* - HRSD will take over portions of the Eastern Shore services area (Nassawadox, Exmore, Onancock)

**Action:** None.

## 8. Staff Reports

*FY21 Budget* - HRPDC staff reviewed the FY22 budget. Reserve numbers will be finalized by September.

*June Digital Marketing report* - Pet waste campaign was top visited page for website traffic. Chesapeake Bay Awareness Week was the top performing post for Facebook. The May-June newsletter performed well: 25 percent open rate and 12 percent click-through-rate. Many new newsletter subscribers were collected due to the Water Awareness rain barrel giveaway in April.

*Annual Report* - HRPDC staff have begun work on the askHRgreen Annual Report which will be finalized by September.

*HRPDC meeting schedule* - HRPDC Board has returned to in-person meetings in July and the HRPDC offices are now open to the public daily. askHRgreen.org Committees may consider a return to in-person meetings this fall. HRPDC is working to improve virtual meeting capabilities at the regional building to improve hybrid meeting options. An in-person All Hands Meeting is also planned for this fall.

**Action:** None.

**The next Committee meeting is scheduled for Tuesday, September 21, 2021.**