

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, July 21, 2015
Newport News Public Works

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Brent Werlein, VB

Michael Coy, YK
Joyce Heffington, NN
Tory Askew, SU

The summary for the meeting is as follows:

1. Meeting Summary

The June meeting summary was approved.

ACTION: None.

2. Events and Promotions

August 4 – National Night Out, Virginia Beach

September 12 – RiverFest, Norfolk

September 16-21 – Isle of Wight County Fair, Windsor

September 19 – HRSLE/LRNow Fall Festival @ Brock Center, Virginia Beach

September 19 – Warhill High School Event, Williamsburg

October 3 – Arbor Day Event, Norfolk

October 8-11 – Peanut Festival, Suffolk

October 12 – Keep Hampton Roads Beautiful Golf Tournament, Chesapeake

Still need volunteers to help staff this event.

ACTION: HRPDC staff will send out a request for volunteers.

3. HRFOG.com Website Support & Development

AECOM is continuing maintenance and hosting under a temporary (3-month maximum) task order for the HRFOG.com website.

- Vendor selection continues – potential vendors include Timmons and CH2M. Both vendors are submitting proposals and pricing estimates for maintenance services.
- Potential enhancements: add locality contact information and website links, fix bugs with report display, sample hauler form for download in Excel and fillable PDF.

ACTION: HRPDC staff will continue to coordinate transition to new vendor.

4. 2nd Annual Keep Hampton Roads Beautiful Golf Tournament

The golf tournament is just under 3 months away. Registration is open and we need to start getting sponsors, donations, teams, etc.

- Each committee member is asked to secure ONE of ANY of the following: one sponsor (of any level), one prize donation, or one player/team registration.
- HRPDC staff will re-distribute outreach materials (flyer, draft email, script, etc.)
- Please share the Facebook event on your personal (or city) account:
<https://www.facebook.com/events/1004855769524765/>

- Updates:
 - Brent Werlein provided contact from restaurant association event
 - Chick-fil-A confirmed as lunch sponsor
 - Virginia Living Museum passes received
 - Floral arrangement raffle prize via Joyce
 - Free team giveaway will run for the month of August

ACTION: Promote the golf tournament and start getting sponsors/prizes/players!!

5. Promotional Items

The Committee discussed and approved a purchase of 2,000 reusable bags. The committee also requested a purchase of 5,000 FOG rack cards. Additional items to order will be discussed at August meeting (i.e. can lids and spatulas).

Action: HRPDC staff will review FOG promotional item inventory and request quotes if needed.

6. Hauler Manifest Template

The committee reviewed the grease hauler manifest template and asked that it be added to the HRFOG.com website.

Action: HRPDC staff will have the Hauler Manifest Template and HRSD certified hauler list added to Additional Resources on HRFOG.com

7. Roundtable Discussion

Committee members shared information and current issues with their FOG programs.

- Newport News – exploring feasibility of grease recycling at multi-family properties (Valley Protein would provide the service and maintain facilities)
- Virginia Beach – Provided sample form that committee may want to adopt as the regional program form for those companies that do not already have a good quality form to use for cleanings.
- HRSD – Potential for exploring changes to technical standards that would make a GCD required in new multi-family construction projects. The committee supported this possibility.

8. Staff Reports

- What Not to Flush stickers are being seen around Hampton Roads and local business owners are requesting their own stickers to post in their restrooms.
- askHRgreen Planning Retreat occurred on July 8th. The product will be a five year marketing plan for the askHRgreen brand. FY16 focus will be on website redesign, but other priorities discussed included rethinking the target audiences, diversifying media used and a formal social media plan. Marga Cahoon of Cahoon & Cross will attend the August meeting to identify committee priorities for FY16.

Next Meeting – Tuesday, August 18 at 9:30 a.m. at HRPDC in Chesapeake.