

askHRgreen.org | FOG Education Committee Meeting Summary

Tuesday, July 19

Public Works Training Room – Newport News

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Brent Werlein, VB
Kate Bernatitus, NN
Ron Johnson, HRSD

Amanda Albright, HRSD
John Dittig, CH
Jerry Hoddinott, CH
Catherine Filipowski, NO

The summary for the meeting is as follows:

1. Meeting Summary

The June meeting summary was reviewed and approved.

ACTION: Meeting summary approved.

2. Events, Promotions & Media

September 15-18 – Isle of Wight County Fair

September 24 – Virginia Beach Master Gardener Fall Festival

October 4-10 – Peanut Festival, Suffolk

October 9 – ERP RiverFest, Portsmouth

October 22 – Lynnhaven River Now Fall Festival & Hampton Roads Sustainable Living Expo, Virginia Beach

Action: HRPDC staff will send out a request for volunteers to assist with upcoming fall events.

3. FY 2016-2017 Committee Planning

The Committee reviewed and discussed the FY 17 media proposal.

- Due to the election year campaigns, the Committee decided to move the What Not to Flush campaign to spring 2017 and coordinate with football playoffs or Super Bowl if funding allows. The Committee also was interested in converting this campaign to TV instead of radio and movie theater ads.

HRPDC staff notified the Committee that a Public Relations survey would be distributed to give Committee members an opportunity to provide feedback on the direction of FY 17 strategies.

Specific proposals include:

- Clog man – video series featuring a grimy character who shows up at inopportune times
 - The Committee referred to existing programs in Palm Bay, Florida and Dallas, Texas. The Committee also noted that if pursued, this would need to be a long term commitment by the Committee to adopt the concept for promotions/ads.
- Rainy Day Sidewalk Campaign – custom messages that appear on sidewalks after rain

Committee members continued discussion of an Open House event for regional grease haulers.

- Biggest concern would be selecting a date and time for the event. Haulers are usually on the road early so it can be difficult to find a good time for training.
 - HRSD can check the dump times to see if they can identify a good window.
 - The Committee decided to provide refreshments as an incentive to attend.

- The Committee will need to develop a specific agenda and brainstorm possible questions that may arise so that regional and local responses can be crafted. Potential agenda items include:
 - Overview of the HRFOG program
 - Locality ordinances
 - Development of a “hauler list” for certified companies
 - Frequently asked questions/common mistakes
 - Roundtable/public comment/Q&A

Action: HRPDC staff will issue PR Survey and discuss changes to the media proposal with Cahoon and Cross.

4. HRFOG.com Development Initiatives

HRPDC staff provided the list of additional enhancements and prioritized tasks for FY 17 for Committee review. Priorities were assigned as a group during the June meeting.

Action: HRPDC staff will work with CH2M to execute enhancements list.

5. Staff Reports

Budget – Approved as presented. Carryover amounts are close to finalized for FY 16.

Planning Advisors Meeting Recap – Planning Advisors met to review the wireframes of the new website. The Committees will be asked to help review content to make sure no old or outdated information is moved over to the new site. Other items discussed included:

- A need for high quality local and seasonal photos.
- Incorporating Google Translate into the website functionality

Action: HRPDC staff will send out link to the wireframe preview site.

6. Roundtable Discussion

- HRSD enforcement on decanting in James City County. Localities without an ordinance were advised to watch for decanting activities by haulers.
- Virginia Beach will be issuing a civil summons for failure to meet 25 percent rule after multiple warnings.

Action: None.

Next Meeting – Tuesday, August 16, 2016 at 9:30 a.m. at HRPDC.