

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, January 19, 2016
Newport News Public Works – Newport News

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Brent Werlein, VB
Brian Wilson, NO
Regina Duncan, HA
Ron Johnson, HRSD

Michael Coy, YC
Beth Davis, JCSA
Kate Bernatitus, NN
Allen Holston, NN
Cathy Filipowski, NO

The summary for the meeting is as follows:

1. Meeting Summary

The December meeting summary was reviewed and approved.

ACTION: Meeting summary approved.

2. Events, Promotions & Media

February 12-14 – Coastal Virginia Home & Garden Show, Hampton
February 19-21 - Mid-Atlantic Home & Garden Show, Virginia Beach (TBD)
March 12 – SEVA CAI Community Association Day, Virginia Beach (TBD)
April 16 – Virginia Living Museum Earth Day, Newport News
May 21 – Family Fun Fest at Chickahominy Riverfront Park, James City County
June 25 – Olden Days, Smithfield

Action: HRPDC staff will distribute request for volunteers. Committee members were encouraged to reserve the trailer early for any upcoming events in their locality.

3. Media Planning

The Committee discussed the spring TV media campaign and suggested edits to the draft scripts. Storyboards and other creative may be reviewed and discussed via email or conference call due to a fast production schedule.

Action: HRPDC will send revised scripts to Cahoon & Cross.

4. HRFOG.com Development Initiatives

The Committee reviewed the proposed development initiatives discussed with CH2M and prioritized the list in order of importance for scoping and estimation purposes.

- Brian Wilson and Brent Werlein represented Committee in technical meeting with CH2M to discuss development list.
- CH2M has provided a list of potential enhancements with an hours estimate for each item so that the Committee can evaluate cost-effectiveness.
- There are some hours built into monthly contract for services, enhancements beyond those completed through these maintenance hours would require a separate task order.

Action: HRPDC staff will update development list with Committee priorities and discuss implementation timeline and budgeting with CH2M.

5. Roundtable Discussion

- Hampton: Creating PowerPoint presentation that will be posted on the Hampton website and can share with the Committee as well.
- HRSD: New employee hired to focus on boater education/pump out program; Ron will provide Committee with updated statistics regarding FOG levels at HRSD.
- Chesapeake – John Knowles has retired (Jerry will provide a new contact); spatulas are very popular outreach item.
- Norfolk – Local health departments may partner with individual FOG programs to share information regarding backups. Norfolk is also working on production of two videos: grease trap measuring and cleaning tutorial and residential BMPs for cooking and kitch cleanup.

Action: None.

6. Staff Reports

Budget – Additional money added to the Committee budget as a result of the Keep Hampton Roads Beautiful Golf Tournament. Each Committee received \$886.

Promotional Items – Reusable bags ready to pick up at February meeting or by appointment.

Action: None.

Next Meeting – Tuesday, February 16 at 9:30 a.m. at HRPDC in Chesapeake.