

October 14, 2015

Memorandum #2015-132

TO: askHRgreen.org: Fats, Oils and Grease Subcommittee

BY: Katie Cullipher, Senior Environmental Education Planner

RE: askHRgreen.org: Fats, Oils and Grease Subcommittee Meeting – Tuesday, October 20, 2015

This is to call the next meeting of the **askHRgreen.org: Fats, Oils and Grease Subcommittee** for **Tuesday, October 20, 2015**. The meeting will begin at **9:30 a.m.** and will be held in **Board Room A** at the **HRPDC office located at 723 Woodlake Drive, Chesapeake**.

In the event you are unable to attend, please let us know. Comments and suggestions based on this agenda package are welcome. The Agenda for the meeting is as follows:

1. Meeting Summary

The meeting summary for September is attached for your review and information.

Attachment 1

Action: Approve the meeting summary.

2. askHRgreen.org Events

October 24 – Hilton Fall Festival, Newport News

November 15 – America Recycles Day events around the region

Action: Based on discussion.

3. Media Planning

The HRPDC staff will provide an overview of the specific goals and strategies of the FOG committee to be added to the askHRgreen 5-year strategic planning document.

The Committee will review and discuss the attached fall media schedules for the “What Not to Flush” and “Holiday FOG” campaigns. The Committee should also review the creative for both campaigns. Attached is a revised storyboard for the movie theater ads. Revisions include adding the askHRgreen.org logo throughout the spot and emphasizing the individual items one should not flush with more prominence than the original. Also attached is the holiday FOG radio script.

Attachment 3-A

Attachment 3-B

Attachment 3-C

Attachment 3-D

Action: Approve media plan and schedules.

4. FSE Corporate Letter

The Committee should review the revised letter and consolidated corporate contact list for approval and mailing.

Attachment 4-A

Attachment 4-B

Action: Based on discussion.

5. Keep Hampton Roads Beautiful Golf Tournament

The HRPDC staff will provide an update on the outcome of the October 12th tournament.

Action: None.

6. Promotional Items

The Committee should review quotes and discuss purchasing mood bracelets as a potential joint purchase with the Water Awareness Committee.

Action: Based on discussion.

7. Roundtable Discussion

Committee members should share any information or discuss any current issues with their FOG programs.

Action: Based on discussion.

8. Staff Reports

Budget – The current budget is attached for review.

Attachment 8

Action: Based on discussion.

Next Meeting – Tuesday, November 17, 2015 at 9:30 a.m. in Newport News.

KRC/jc

askHRgreen.org: Fats, Oils and Grease Subcommittee:

Tony Askew, SU

Dan Baxter, NN

Kate Bernatitus, IW

Dan G. Clayton III, WM

Michael Coy, YK

Sarah Crawford, HRSD

Beth Davis, JC

Barry Dobbins, HA

Regina Duncan, HA

Tom Fauber, JC

Catherine Filipowski, NO

J. Arnie Francis, GL

Melissa Halpert, CH

Steve Hatcher, IW

Joyce Heffington, NN

Latoya Henry, NO

Jerry Hoddinott, CH

Josiah Jendrey, SM

Ron Johnson, HRSD

Harry C. Kenyon, NO

John Knowles, CH

Robert Mickelborough, GL

Kate Nixon, VB

Danny Poe, JC

Lynn Proctor, VB

Ellen Roberts, PQ

Erica Roberts, VB

S. Mark Swilley, YK

George Taylor, CH

Erin Trimeyer, PO

Eric Tucker, NO

Brent Werlein, VB

Kim Wieckert, SU

Brian Wilson, NO