

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, November 17, 2015
Newport News Public Works – Newport News

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Brent Werlein, VB
Cathy Filipowski, NO
Brian Wilson, NO
LaToya Henry, NO

Regina Duncan, HA
Joyce Heffington, NN
Jerry Hoddinott, CH
Tory Askew, SU
Beth Davis, JCSA

The summary for the meeting is as follows:

1. Meeting Summary

The October meeting summary was approved.

ACTION: None.

2. Events, Promotions & Media

April 16 – Virginia Living Museum Earth Day, Newport News

May 21 – Family Fun Fest at Chickahominy Riverfront Park, James City County

Action: None.

3. Media Planning

HRPDC staff provided an overview of the proposed spring TV media plan. The plan would be a joint effort between this Committee, Water Awareness and Stormwater Education.

- Each spot would be an askHRgreen “donut” with committee specific messaging that would run for one week in the March-April timeframe. Spots and timing is limited due to political campaigning during an election year.
- One 30 second video spot would be produced for a Committee message. The video would belong to HRPDC and could be used on all askHRgreen and locality web pages including social media. Could also be used for municipal TV.
- Added value promotions will be confirmed after the media plan is approved by all committees.
- Media plan includes online support (native content, pre-roll, etc.) with the TV campaign.
- The Committee needs to reallocate \$1,060 to the media budget to accommodate the TV media plan.

Action: The Committee approved the spring TV media plan. Messaging content will be discussed at the December meeting.

4. Promotional Items

The following are items that have been ordered in FY 15 and the status of each:

- 2,000 reusable bags – on order – expected to arrive in early December
- 10,000 mood bracelets – on order (joint purchase with Water Awareness) – *Committee members would like to allocate by population.*
- 5,000 can lids – now available

- 5,000 FOG rack cards – now available
- 5,000 spatulas – now available

Action: HRPDC will prepare a wristband allocation based on population.

5. Roundtable Discussion

- HRPDC staff sent corporate letter to FSE contacts. Envelopes were stamped with an “urgent” message
- HRPDC staff would like to have the Committee meet with CH2M Hill to discuss future upgrades to HRFOG.com: increasing the window for retaking the hauler test; administrator access to passwords, unique email accounts for user profiles, Google translate bar, and other items to be discussed by the Committee.
- New inspector hired in Newport News.
- HRSD conducting inspections and violation notices/modifying cleaning schedules in several cities. Contact Ron Johnson if there are any questions/concerns.
- Brian Wilson will be on Norfolk Perspectives to discuss holiday FOG and what not to flush
- Hampton holding oil recycling collection on Nov. 28th at Bass Pro Shop parking lot from 10 am to 2 pm. Open to the public. Still pursuing a permanent collection site at the yard debris site.

Action: None.

6. Staff Reports

Budget –The Committee reallocated \$1,060 from the Printing & Promotional Items budget to the Media budget for the Spring TV media plan. (Note: due to an invoice received after the date of this budget, additional funds in the amount of \$1,941 will need to be transferred to accommodate the media schedule).

Action: The budget was approved as amended.

Next Meeting – Tuesday, December 15 at 9:30 a.m. at the HRPDC offices. The All-Hands meeting will be held at 11:30, directly following the committee meeting. Lunch will be provided so please RSVP if you plan to attend.