

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, September 15, 2015
HRPDC - Chesapeake

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

Regina Duncan, HA
Ron Johnson, HRSD
Joyce Heffington, NN
Steve Hatcher, IOW
Kate Bernatitus, IOW

The summary for the meeting is as follows:

1. Meeting Summary

The August meeting summary was approved.

ACTION: None.

2. Events, Promotions & Media

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
October 24 – Hilton Fall Festival, Newport News

Action: None.

3. FSE Corporate Letter

The Committee reviewed and discussed the draft FSE corporate office letter regarding compliance with local FOG ordinances.

- Norfolk can provide a starting list of corporate offices to contact.
- Letter should include a link to a page listing all locality contacts and askHRgreen.org FOG page.
- Consider adding Hampton Inspection PowerPoint as resource on HRFOG.com
- Letter should come from Randy Keaton only
- Look into placing an exterior label or stamp on the envelope to draw attention “official notice” or “action required”

Action: HRPDC staff will make recommended changes and redistribute the draft letter along with Norfolk’s corporate contact list for review. Committee members add to the corporate office contact list for corporate FSEs in their locality.

4. 2nd Annual Keep Hampton Roads Beautiful Golf Tournament

The Committee discussed progress and updates related to the golf tournament.

- Goals for each committee member: 1 team or 1 sponsor or 1 prize donation
- Facebook event (please sign up, share the event, and invite friends to the event): <https://www.facebook.com/events/1004855769524765/>
- Sponsor/donor contact information and tracking is here: https://docs.google.com/spreadsheets/d/1rSf5zHEloYZ0fnVwHSSe12-0Lo9nhZzn_6MAcQ_mDAo/edit?usp=sharing
- Committee members recommended reaching out to grease haulers as potential sponsors.

Action: Promote the golf tournament and secure at least one sponsor, team or prize donation!

5. Promotional Items

The Committee has ordered the following items in FY15:

- 2,000 reusable bags – *on order*
- 5,000 Spatulas – *on order*

The following items have been ordered and are now available to the committee:

- 5,000 can lids – *now available*
- 5,000 FOG rack cards – *now available*

Committee members were reminded that there are many foldable funnels still available.

The Committee would also like HRPDC staff to get quotes for mood bracelets to potentially be purchased as a joint item with the Water Awareness Committee.

Action: HRPDC staff will request quote for mood bracelets.

6. Roundtable Discussion

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

- Newport News – 3rd inspector expected to be hired soon, developing a FOG coloring book and activity book for older kids with the “Grease Police” theme.
- Virginia Beach – contractor requesting variance for kitchen areas inside Target stores, final FOG metrics presentation will be finalized soon, working with Stormwater Inspectors to investigate illicit discharges of yellow grease.
- Hampton – City designed van wrap that includes some FOG graphics and messages developed by the committee.
- Isle of Wight – in the process of relaunching the FOG program (an ordinance is in place).

7. Staff Reports

Budget – The current budget was approved.

Media – HRPDC staff will find out if “From Beneath the Streets” campaign will run this Halloween.

All Hands Meeting – The Five Year Marketing Plan will be presented to all committee members at an upcoming All Hands meeting.

8. National Disaster Resilience Competition

The National Disaster Resilience Competition is a grant program offered by the U.S. Department of Housing and Urban Development that will make \$1 billion available to communities that were significantly affected by natural disasters between 2011 and 2013. The goal of the program is to fund innovative resilience projects to help communities address current and future risks from storms and other extreme events. The HRPDC staff will provide any updates to the Committee on the status of the state's application as they are made available.

Action: None.

Next Meeting – Tuesday, October 20, 2015 at 9:30 a.m. in Chesapeake.