



## Upper Gulf Coast Oyster Waters TMDL Implementation Plan

**Policy and Outreach Workgroup Meeting Agenda  
Thursday, September 5, 2013 2:00 PM  
GBF Conference Room**

**Participants:** Cynthia Clevenger (GBEP), John Rizzuti (KPRC), Susie Blake (City of League City), Bill Goloby (City of Houston), Rebecca Olson (citizen/GBF volunteer), Kristi Alexander (consultant), Charriss York (TCWP), Kathy Jahnsen (H-GAC), Trey Bartsch (GBF), Charlene Bohanon (GBF)

### Welcome

### Implementation Plan

- Update on draft progress
  - Ms. Bohanon explained that edits and additions to the I-Plan continue to be made based on comments from TCEQ, TSSWCB and various stakeholder groups. She requested that if anyone from this workgroup would like to submit a letter of support for the I-Plan, to contact her to get more details on what is needed.
- Nominate new workgroup chair
  - Ms. Bohanon explained that Bob Stokes of GBF was the previous chair for this workgroup, but that he is unable to fill this roll and she feels it is better anyways to have someone outside of GBF be the chair. She requested that anyone interested in being nominated for this role contact her and that the group will take a vote by or at the next meeting.
- FOG management measure
  - Ms. Bohanon summarized the management measure that stakeholders developed about FOG, since several new stakeholders have joined this workgroup to help with the Cease the Grease campaign.

### Cease the Grease

- Select media concepts
  - Ms. Bohanon introduced the group to the various creative concepts and marketing materials that the group can utilize from the Dallas Water Utilities Cease the Grease campaign. Concepts include Grease Monster, Earl the Plumber, and Perry the Pipe. She explained that we can use these in order to be cost effective, as well as develop new concepts.
- Phase I goals
  - Ms. Bohanon explained that the deliverables we need to achieve during phase I of this campaign include a website, print materials, video and radio spot, campaign giveaways (can lids, scrapers, oil funnels, etc.), outreach activities, performance measures, and a distribution strategy.
- Discussion

- After presenting this background information, Ms. Bohanon opened up a discussion with the stakeholders on the following topics:
  1. Creative concepts: The workgroup liked the diverse styles of campaign concepts because they could attract a variety of audiences. One member mentioned that we could come up with comic book concept for the campaign to catch the attention of younger audiences.
  2. Initial campaign items required in order to start recruiting organizations to tie into the campaign: The workgroup agreed that we need to develop the campaign website and a “menu” of campaign items that are adapted to our area in order to have better success at recruiting partners to tie into the campaign. They suggested asking if Dallas Water Utilities would consider making [www.ceasethegrease.org](http://www.ceasethegrease.org) a launching point to various regional campaigns (i.e. the homepage could be a map of Texas that you click on to get to your region and the address would be [www.ceasethegrease.org/???](http://www.ceasethegrease.org/???) – galvbay, gb, coastal, southeast, setexas, etc, other??). Ms. Bohanon will contact the DWU campaign manager to inquire about this possibility. The workgroup recommend developing print materials and campaign giveaways, a 15 second video, 30 second radio spot, live read scripts for DJs (trimmed down radio spot), and that all of the items to be in both English and Spanish. A workgroup member suggested asking the marketing company if the video spots are cleared for the internet (?). Ms. Bohanon explained that we will also need to develop performance measures in order to track the progress and success of the campaign. In addition to leaving space for the campaign partner’s logo, the workgroup recommended including the Back the Bay logo on materials and partnering with BtB as much as possible. In addition to recognizing sponsors that help pay for the creation of materials, a workgroup member suggested finding a way to recognize partners who decide to pay for running videos or radio spots.
  3. Possible audiences and events to target for distribution:
    - a. Cooking - HGTV/DIY/Food Network/local news cooking segments (work with stars to incorporate message into their script or use campaign tools in kitchen to discard FOG); Metro Cooking Houston show at Reliant
    - b. Biodiesel – Ms. Blake asked if anyone knew of plants in the area that are turning wastewater into biodiesel, Ms. Jahnsen asked if there are gas stations that sell biodiesel, and a workgroup member suggested asking Trudi Smith if their Buffalo Bayou Partnership boat runs on biodiesel. Ms. Bohanon will look into answering these questions. Ms. Blake suggested the Grand Prix of Houston in October as an avenue for marketing the biodiesel side of the campaign. A workgroup member also suggested the Houston Energy Fair in October, which covers various types of energy.
- Campaign funding
  - Ms. Bohanon explained that GBF received notification that they will receive funding from GBEP to fund the first phase of this campaign and they are in the process of trying to execute the grant. The timeline is unknown because a pass through agency is needed to get the funds to a non-profit. GBF is working with the City of Nassau Bay to act as this pass through agency. GBF has also submitted a grant application through the Texas GLO’s Coastal Management

Program for FY15 and is soliciting a private sponsorship through LyondellBassell.

**Summary**

- Action items
  - Support letters – September 20<sup>th</sup>
- Next meeting: TBA

**Adjourn**