



## Upper Gulf Coast Oyster Waters TMDL Implementation Plan

### Policy and Outreach/Cease the Grease Workgroup Meeting Agenda Wednesday, December 10, 2014 2:00-3:30 PM

Nassau Bay City Hall – Council Chambers  
1800 Space Park Drive, Nassau Bay, TX 77058

**Participants:** Charriss York (TX AgriLife), Bill Goloby (City of Houston), John Rizzuti (KPRC), Paul Lopez (City of Nassau Bay), Lisa Marshall (GBEP), Amanda Brown (BPA), Cathy Gray (City of Friendswood), Neally Rhea (GBF)

- I. **Welcome**
  - 8 total participants
- II. **Oyster Waters Bacteria Implementation Plan**
  - Waiting for review
- III. **Cease the Grease**
  - Recap of previous meeting decisions
  - Funding update – Skipped
  - KPRC contract - Skipped
  - Developed media items
    1. Four video ads: generic and holiday :07s and :15s. KPRC used existing media material from Dallas to develop video ads. Using short ads to stretch budget and target media advertising. See attachment for schedule.
    2. Holiday soft launch media plan – See third page for ad schedule
  - Website development - [www.ceasethegrease.net](http://www.ceasethegrease.net). Landing page is live for now. Full website will be developed after holiday season ends.
    1. Partners will link to [www.ceasethegrease.net](http://www.ceasethegrease.net) using their own website.  
**Action Item: Send two website suggestions to Neally ([nrhea@galvbay.org](mailto:nrhea@galvbay.org)) by 12/19/14.**
  - Print materials
    1. GBF has files for print materials. GBF and Workgroup will decide on a small set of fliers which GBF will edit and send to partners in pdf format with necessary logos included. Edited print material will leave a designated location for partners to add their own logo.
    2. Kitchen grease funnel, grease scraper, sticker, and can lid will be included in Partner Toolkit.
  - Social media
    1. Dallas CtG has their own FB page. Partners will use their own facebook pages and social media outlets to advertise campaign messaging. Partners will share posts with each other and tag partners in social media posts to increase outreach. Post will be hashtagged as #ceasethegrease. **Action Item: “Like” the GBF Facebook page and send a message on facebook to GBF. (So GBF can tag partners on CtG posts)**
  - Performance measures

1. GBF will provide a pre-formatted document for partners to submit quarterly to track outreach of campaign. Partners will keep track of these outreach measures as needed. GBF will send a reminder quarterly to ask partners to send in their outreach tracking document.
  2. Pre-formatted document will include measures such as: location of event, type of event, impressions made, materials distributed, and demographic. Purpose is to not only track outreach and measure success, but also plan for future advertising and use resources wisely.
- Grease Cutting Ceremony
    1. Get-Together style event for on the ground launch of campaign. Partners and potential partners can socialize and spread campaign messaging. May ask for sponsorships for food from local grocers. Opportunity to give outreach materials and create new contacts over food and drink. Possibly invite media (news reporters and local TV). In development for early 2015.

#### **IV. Summary**

- Follow-Up
  1. Submit 2 website suggestions by Friday, December 19<sup>th</sup>.
  1. “Like” and send Facebook message to Galveston Bay Foundation FB account.
- Next meetings:
  - March 11<sup>th</sup>, and June 10<sup>th</sup> from 2 – 3:30pm at Nassau Bay City Hall