



Upper Gulf Coast Oyster Waters TMDL Implementation Plan

Policy and Outreach/Cease the Grease Workgroup Meeting Minutes Wednesday, March 11, 2015 2:00PM-3:30PM

Nassau Bay City Hall – Council Chambers
1800 Space Park Drive, Suite 200, Nassau Bay, TX 77058

In Attendance: Charlene Bohanon (GBF), Neally Rhea (GBF), Lisa Marshall (GBEP), Charriss York (TX AgriLife), Paul Lopez (Nassau Bay), Catherine Gray (Friendswood), Pam Kroupa (La Porte), Susie Blake (League City), Gunner Herrera (Pasadena), Bill Golloby (Houston), Linda Shead (Shead Conservation)

- I. 2:00PM-2:05PM: Welcome**
 - a. Introductions

- II. 2:05PM-2:20PM: Oyster Waters Bacteria Implementation Plan**
 - a. I-Plan draft update
 - i. Relationship to the I-Plan (2min)
 1. Cease the Grease workgroup is the Public Policy & Outreach workgroup referred to in the I-Plan.
 - ii. Public comment period (3min)
 1. Partners asked to provide supportive public comments at the appropriate time, Charlene will inform.
 - iii. Cover page input (10min)
 1. Majority of votes went to the image of volunteers at an oyster restoration event.

- III. 2:20PM-3:20PM: Cease the Grease**
 - a. 2:20PM Development recap
 - i. Holiday soft launch (2min)
 1. Reviewed launch activities from past minutes.
 - ii. Holiday landing page (2min)
 1. Reviewed landing page for holiday. Web address, www.ceasethegrease.net, currently redirected to GBF webpage while it is in development.
 2. Full website expected to be developed within two months at the very latest – middle of May deadline.
 - iii. Print materials (2min)
 1. Reviewed all print materials in goodie bag and in Dropbox folder. Also reviewed partner recruitment kit.
 2. Request for next flier to be directed towards apartment dwellers
 - iv. Campaign tracking (2min)

1. Partners provided improvements to campaign tracking document and agreed upon a quarterly update.
 - b. 2:30PM Campaign implementation
 - i. Bags of giveaways for everybody! (5min)
 1. Each partner in attendance was given a bag of: 20 can lids, 20 oil funnels, 20 grease scrapers, 20 logo stickers, and 10 GBAN (Galveston Bay Action Network – pollution reporting system) cards
 - ii. Dropbox distribution (5min)
 1. Reviewed videos and flier
 2. Shared H-GAC children’s game concept set to debut at Trash Bash
 - iii. Partner toolkit (5min)
 1. Partners provided updates to Campaign Summary. Once the summary is complete, GBF will provide partners with Partner Toolkits to be used for inviting new partners to join the campaign.
 - c. 2:45PM Partner collaboration
 - i.
 1. September event – La Porte health and safety fair
 2. Add CtG messaging to OSSF community
 3. Pasadena Earth Day booth
 4. Partner with Corral the Grease at apartment associations’ outreach events
 5. KPRC restaurant review segments (CtG recognition?)
 - ii. Review outreach tracking document
 1. Explained fields and why it is important to fill out; described ethnicity
 - iii. Give input on partner summary
 1. Workgroup members suggested improvements on wording and content
 - d. 3:10 PM Social media
 - i. ASK: Would partners benefit from social media guidance, tools, and tips?
 1. Some yes, some no
 2. GBF will provide tip sheets
 3. Described benefit of using their own social media pages to spread the message
- IV. 3:20PM-3:30PM: Summary**
- a. 3:20PM Action items
 - i. WORKGROUP PHOTO!! **Success!**
 - ii. Access Dropbox folder and send confirmation to GBF (nrhea@galvbay.org) of correct logo and all items are accessible **Will be resent with meeting minutes**
 - iii. Post two social media posts about CtG this month. Extra kudos if you let GBF know so we can share the post with others!
- V. 3:30PM: Adjourn**
- a. **Next meeting time: Wednesday, June 10 from 2:00pm-3:30pm at Nassau Bay City Hall**