



Upper Gulf Coast Oyster Waters TMDL Implementation Plan

Policy and Outreach/Cease the Grease Workgroup Meeting Minutes

Wednesday, September 10, 2014 2:00 PM

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

Participants: Pam Krupa (City of La Porte), Neally Rhea (GBF), Charlene Bohanon (GBF), Paul Lopez (City of Nassau Bay), Kathy Janhsen (H-GAC), Cristela Villegas (City of Baytown), Rajendra Shrestha (City of Pearland), Jaree Hefner (City of La Porte), Sylvia Williams (City of Baytown), Susie Blake (City of League City), Jeanne Griffin (City of League City), Charriss York (TX AgriLife), Lisa Marshall (GBEP), Cynthia Clevenger (GBEP), John Rizzuti (KPRC), Kristi Alexander (Consultant), Bill Goloby (City of Houston), Cathy Gray (City of Friendswood), Michelle Simpson (SJRA)

I. Welcome

- 19 total participants

II. Oyster Waters Bacteria Implementation Plan

- Plan focuses on water quality and meeting TMDL Oyster Water Standards
- Addresses boater waste, stormwater runoff, SSO's and septic systems
- Charriss York, Texas Coastal Watershed Program - New Workgroup Chair (YAY Charriss!)
 - i. Workgroup Chair maintains representation from stakeholders.
 - ii. Charlene/Neally will continue to be CtG point of contact.
(cbohanon@galvbay.org/nrhea@galvbay.org)

III. Cease the Grease

- Choose campaign because of success of Dallas program and workgroup interest.
- Dallas began about 7 years ago with 120 SSO's annually; currently they have about 1 per year.
- Dallas takes a 3-pronged approach to grease: education, line cleaning, and enforcement.
- GBF has grant from GBEP + additional year (\$50k + \$46k) which is broken down into different areas to manage CtG program.
- Grant proposal soon for pilot grease recycling stations to CMP and GBEP for FY16.
- To start, may contract with grease hauler to initially begin grease recycling.
 - Bill can provide contact information for grease recycling stations.
- Web domain update: www.ceasethegrease.net (YAY!)
 - Need to optimize search engine to be at top of the search list.
- Looking at working with either KPRC or Target productions on media development, depending on availability of raw material and cost effectiveness.
 - Bill can provide contact information for Movie Theater ads. GBF will keep workgroup members updated on the decision making process.

- Three target audiences- (1) homeowners, (2) apartment dwellers, (3) restaurants/staff.
 - Tailor the campaign materials distributed to each audience.
- \$12k to develop materials (restricted budget). Want to reuse as much material as we can.
- Message/Call-to-Action: Two options for messaging: (1) Don't pour grease down the drain, use the trash. (2) Don't pour down the drain, recycle if possible.
 - ASK: Workgroup members provide recycling station information to Charlene/Neally?
 - Bill can provide Houston information for recycling areas in Houston. H-GAC Regional Recycling Guide.
- GBF look for solid waste recycling funding from H-GAC grant.
- Begin campaign with city partnerships. Items will be developed in English and in Spanish. Are regulations specific to cities or regions?
- Website from template: IN PROGRESS
- Modify existing T.V spot (7 or 15 seconds): Choose most cost effective
- Modify existing radio spot (15 or 30 seconds): Choose most cost effective
- Live read scripts from DJs (trim down radio spot): Free with KPFT 90.1 "Eco-Ology"
- Web ads (ready for various platforms):
 - Social media strategy will be provided in the future (also as part of the strategy tool kit). Partners will have access to all materials and a free to run with it!
 - www.canva.com – for social media templates/graphics/program distribution.
www.pictochart.com – Great for creating infographics, use education rate for \$39 dollars a year as a NPO, or use free portion.
- Print materials: Will be developing a strategy tool kit for potential partners.
- Campaign giveaways: SKIPPED
- Decide on ONE creative concept: Dallas uses both, because we have a low budget we need to pick one. www.ceasethegrease.org (online, FB).
- Ask students to develop animation (art institute, high-school, college). School vs. School contest or regional college battle.
- Grease Monster: What is price for animation?
 - KPRC can off-set some items for media development. Majority vote was for Grease Monster.
- Potentially begin with Grease Monster concept and incorporate Earl later down the road.
- Utilize YouTube and social media to spread the message. Content (articles, key words, documents, etc.) online helps to increase the google search hits.
- Earl the Plumber: Residual costs to use Earl? Pay royalties if we were to use him?
- Campaign performance measures: Workgroup will review and get back to Charlene with comments/questions/concerns. What is feasible to track by the workgroup members?
No budget for a phone survey – what is an alternative to a phone survey?
- www.surveymonkey.com, blackboard connect system

IV. Summary

- Action items Due by Friday Sept. 19th!
 - i. Email your high resolution logo file for website - partner section
 - ii. Identify and email Neally/Charlene current grease recycling locations
- Next meetings
 - i. December 10th, March 11th, and June 10th from 2:00-3:30pm