



## **Galveston Bay Bacteria Reduction Plan**

### **Policy and Outreach/Cease the Grease Workgroup Meeting Agenda**

**Thursday, August 4<sup>th</sup>, 2016 10:00am-11:30am**

Nassau Bay City Hall—Conference Room

1800 Space Park Drive, Suite 200, Nassau Bay, TX 77058

**In Attendance:** Nate Johnson (GBF), Kaitlin Grable (GBF), Claire Everett (GBF), Paul Lopez (City of Nassau Bay), Susie Blake (City of League City), Bill Goloby (City of Houston) Lisa Marshall (GBEP), Kelsea Janak (GBEP), Cathy Gray (City of Friendswood), Angelica Luna (KPRC)

#### **I. 10:00am-10:15am: Welcome and Introduction**

##### **a. Introduction of Nate Johnson and Kaitlin Grable**

GBF has had some recent staff changes. Nate Johnson started in June as the new Water Programs Manager. Kaitlin Grable started in July as the new Water Quality Outreach Coordinator.

##### **b. Workgroup Outreach Updates/Successes?**

Since the last workgroup meeting, CtG has been represented at many great outreach events! GBF has handed out scrapers and funnels at all rain barrel workshops since the last meeting (Houston Zoo Beach Bash in May, Bolivar and Seabrook in June, Pasadena in July). GBF had a table at a World Oceans Day event hosted by Artist Boat in June and represented CtG by handing out scrapers and funnels. The event generated great interest in the program from children and adults. GBF also represented the CtG campaign at the city of La Porte's summer camp, a booth at the Houston Zoo's Cool Nights event, and the Houston Zoo Beach Bash in July.

#### **II. 10:15am-11:20am: Cease the Grease**

##### **a. 10:15am Campaign Outreach Strategy**

###### **i. Introduce and discuss new campaign logo**

GBF introduced their new logo suite to the workgroup for feedback. The logos will be officially released to the public and implemented in September 2016. With the implementation of these new logos, GBF is working to standardize our suite of logos to create a unified brand that reaches throughout all the programs. All new logos have a similar appearance to make them more recognizable and professional. The CtG logo has been simplified and made easier to read. Reception was positive, but it was suggested that drain in the logo should be modified to more accurately resemble a drain. GBF will consider the recommendations and see what can be done for the logo.

###### **ii. Discuss new outreach and marketing strategies for the coming fall and winter**

GBF introduced the idea of redesigning the Grease Monster to a more sleek, professional design that, though remaining consistent to the original design, is more youth friendly in order to address households and schools. GBF will present the design to the workgroup before finalization.

- iii. Review and update video spots and mass media communications with KPRC  
GBF plans on campaigning around Thanksgiving and Christmas, and if the budget allows, Halloween as well. Instead of strictly video campaigns, GBF will be moving towards mostly sponsored content on KPRC's Click2Houston website. This will help CtG to target larger audiences, distribute a more robust message, link to different content, and advertise for other GBF programs. The sponsored content could also potentially increase the reach of CtG to more diverse stakeholders. Content would be developed by Claire and Kaitlin from GBF.

**b. 10:45am Oil Recycling Program Updates**

- i. Discuss oil recycling receptacles ordered

GBF has placed an order for one large (22" deep x 48" tall x 25.5" wide) oil recycling receptacle from Target Productions. GBF decided on a brown "plastic wood," tan lattice, blue corrugated roof, and blue hi-density polyethylene shelf.

- ii. GBF's progress and next steps

GBF needs to receive the receptacle, but doesn't yet have a set partner or location yet because of funding issues with initial partners and question of abundance for oil hauling.

- iii. Oil hauler and partner participation

GBF needs to find either a) a public location that can install and maintain the station, b) a private partner who can guarantee a certain level of use, or c) a private partner and an oil hauler who can agree to haul without a full shipment.

- iv. Updated implementation timeline

**c. 11:05am Restaurant Outreach**

- i. Brainstorm restaurant outreach opportunities

Partners suggested looking up restaurant who have permitting and reaching out to those who are already employing good practices in their kitchens. It was also suggested to get in contact with a restaurant association in the Houston area.

- ii. Discuss effective restaurant marketing strategies

Water Brigades is launching soon, GBF may be able to partner up the CtG timeline in order to introduce both programs to the restaurants. GBF has developed an idea of giving restaurants certifications to hang in their businesses to help their public reception with the community and help spread CtG's message with minimal effort on GBF's side.

- iii. Discuss partner roles in restaurant outreach

If anyone has ideas for restaurants to partner with and/or has contacts in the industry, please email these to Nate and Kaitlin by August 15<sup>th</sup>, 2016.

**III. 11:20am-11:25am: Action Item**

**a. 11:25am Marketing Outreach Plan**

- i. Partner input

GBF will be at the South West International Boat Show in September and will bring CtG materials to give to participants. The City of Friendswood has reached out to GBF in regards to speaking at a meeting of the Recycling Club at

Friendswood High School. GBF will continue to represent CtG at Rain Barrel Workshops and other such events. If anyone has ideas for potential outreach events, please email these to Kaitlin and Nate by August 15<sup>th</sup>, 2016.

ii. Solidify outreach events for 2017

Please see attached list of outreach events over the next quarter. If any of the workgroup members have additional opportunities in mind for CtG outreach, please email these to Kaitlin and Nate by August 15<sup>th</sup>, 2016

IV. **11:25am-11:30am: Adjourn**

- a. Next meeting on Tuesday, November 1<sup>st</sup>, 2016 at 2:00pm-3:30pm at Nassau Bay City Hall