



North Central Texas Council of Governments

# SUMMARY

## North Texas Grease Abatement Council

Thursday, August 21, 2014

10 a.m., William J. Pitstick Executive Board Room

NCTCOG Offices, CPII

616 Six Flags Drive, Arlington, Texas 76011

### 1. Welcome and introductions.

## DISCUSSION

2. **Flushable wipes.** TRA shows design concept for campaign and gets feedback; also seeks input on campaign webpage.

TRA showed its design concept and the group provided feedback. For the most part, this feedback related to broadening the campaign's scope so it's about more than flushable wipes. Another key item discussed was adjusting the messaging so that it doesn't seem to promote wipe use. The general response to the clog monster character was positive.

The group also heard about TRA's web campaign ideas, which included a presence on the Cease the Grease website, a Clog Monster Facebook page maintained by TRA, social media, and a pledge similar to "10 on Tuesday." The group liked these ideas; suggested adding funny, short videos that could be posted on YouTube; and noted that advertising on social media needs a certain amount of funding to be worthwhile.

3. **Potential work program and budgets.** Discuss work program and budget, including:
  - Regional FOG Collection Day/Week (*general overview; discussed in more depth as agenda item #4*)
  - Grease Interceptors brochure update
  - SW Food Expo: Consideration of partial payment for booth
  - Future outreach

Staff suggested that the group discuss the desired expansion in mission first, as this would affect the work program and budget. Members discussed expanding the mission to include items such as flushable wipes and paper towels. They also said that the issues don't limit themselves to only pretreatment. Given the desire for an expanded mission and the timing of organizations' budget approvals, staff decided to update the work program and budget for the next meeting, taking into account the proposed broader scope. Staff then briefly reviewed the current drafts to get general feedback. Members said the program and budgets looked reasonable and did not suggest any changes.

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The group also discussed new names, such as Clean Sewer Association and League of Wastewater Protection. It was decided to discuss this more at the next meeting. Members said they would like the name to be holistic and creative or funny.

Some members expressed interest in participating in the Regional FOG Collection Day/Week and the Grease Interceptors brochure update. Staff said members would be emailed about participation for both items.

The group agreed to fund a partial payment of the SW Food Expo booth.

4. **Regional FOG Collection Day/Week.** Staff shares information gathered from potential biodiesel collection partners and other research. Discuss next steps.

Staff gave the group a brief overview of information gathered from potential biodiesel collection partners and research related to marketing costs. The group showed the most interest in a partnership with Dallas County Schools. Participants from Arlington, Dallas, Garland, and Fort Worth volunteered for the event subcommittee and agreed to meet in September to decide on the biodiesel vendor, deliverables, messaging, and so on.

5. **Potential cost share.** Discuss cost share and council membership.

This discussion was put off until the work program and budget are more final. The general timeframe given for a final cost share was March 2015.

#### **OTHER BUSINESS AND ROUNDTABLE DISCUSSION**

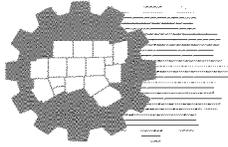
6. **Roundtable.** Members will be asked to share what is happening in their communities.

The roundtable was skipped due to time constraints.

7. **Schedule for the next meeting.** To be determined.

An October meeting was suggested.

8. **Adjournment.**



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## Member Sign-in Sheet

NAME	SIGNATURE	ORGANIZATION
Stuart Bakken		City of Garland
Michele Birmingham		City of Fort Worth
Stephen Conner		City of Garland
Helen Dulac		City of Dallas
Brad Dyess		Trinity River Authority
Megan Fendley		City of Arlington
Kathy Fonville		City of Mesquite
Kenneth Garvin		City of North Richland Hills
Joe Gildersleeve		City of Arlington
Fouad Jaber		Texas A&M University
Karen Menard		Upper Trinity Regional Water District
Jennifer Moore		Trinity River Authority
Tuan Ngo		City of North Richland Hills
Brooke Noack		North Texas Municipal Water District
Howard Redfearn		City of Mansfield
Kenneth Roseberry		City of Irving
Karen Siddall		City of Irving
Christi Upton		City of Southlake
Billy Williams		City of Coppell

