

Alexandria Food Safety Advisory Council

Minutes for Meeting held 12/8/2010 at 2:15 pm

2:22 PM Meeting called to order

2:22 PM Introduction of Participants
Bob Custard, EH Division Manager
Kristin Garcia, EH Supervisor
Stephen Hughes, EH Division Technical Specialist
Ronald Orr, VDACS
Victoria Griffith, Clyde's Restaurant
Denise Sockwell, VDH
Susan Grandgeorge, Joe Theismann's
Declan Conroy, Food Talk/Senata Publishing
June Oden, ACPS
Nora Paltrow, St. Elmo's Café

2:25PM Assessment of Eco-Friendly Restaurant Expo

- Attendee Summary Survey attached after meeting notes
- of the 20 restaurants that attended, 13 responded to the survey
- these restaurants would recommend Expo to associates and would attend again.
- To enhance attendance, more mailings, emails, and speakers announced ahead of time
- More information on recycling, composting, locally grown food, energy, Healthy food choices, liquid/solid waste, composting
- Exhibitors were equally split about attending topics
- New topics for next year might be Eco-Marketing, Healthy Food Choices, Liquid/Solid wastes
- All felt that participation increased awareness
- Nora Paltrow feels that more outreach is needed to owners not involved in FSAC. Bob explained that 4 different methods used to outreach to owners prior to event.
- June Oden thought it was too short, and should be opened up to other districts.
- Declan Conroy thought it was excellent, liked the high level of input and understanding. It seems to be a puzzle to get people to show up. Needs some kind of marketing strategy.
- Lisa Guli thought that people felt "what is in it for me", and perhaps attendees should be mentioned in the local paper. More people would jump on the "Green Thing."
- Susan Grandgeorge thought it was helpful, but may need a bigger venue, with more promotions, making it more of a restaurant show.
- Bob asked if Advisory Council should continue with this project, or shelve the event. Got mixed answers.
- Bob thanked everyone for their support and effort to make the Restaurant Expo a success.

- 2:40PM Restaurant Placard System in Columbus, Ohio (example)
Bob says it is a hotly debated topic, nationally. He is a strong opponent of it. However, there is a national trend toward consumer information.
- Bob gave 3 examples of cards used in other jurisdictions around the country, to show restaurant clientele information regarding inspections.
- Kristin Garcia said that all information is readily available online, and does not think that this is necessary.
- Victoria Griffith felt that nothing should be done until the FDA gets involved.
- Most of the rest of the Council was ambivalent.
- 3:22PM New Facility Welcome Package
A few Printed Items
Majority of information should be on CD or online for new facilities
Packet should include
Copy of Inspection Form
Food Code Pocket Guide
Self Inspection form (the current form is somewhat confusing)
Perhaps a little more narrative with explanations
Any main topics and FAQs
Perhaps an index for easy reference
- 3:34PM Emergency Guide for Food Service Establishments
Bob feels that 2/3 of a page emergency response in the back of the Guide is Sufficient.
- 3:40PM Discussion of Food Safety Worker Training
Bob asked where are there resources for Food Worker Training
Is there a roll for the HD?
Perhaps an insert into Food Talk
Online information
Perhaps a Hard Copy—something 10-20 minutes, outlining training.
Steritech and PracticeFoodSafety.com are places to start
- 3:47PM Food Safety Advisory Council Membership
Many members have been unable to attend
Bob feels that perhaps an email should be sent out, to invite to rejoin?
Susan would like to see more food service reps, from different restaurants
- 3:55PM Meeting Adjourned.
Meetings changed to Mondays. Better day for attendees.
All meetings will be 2:15 to 3:45 PM @ Health Department Building, 4480 King Street, 5th floor.
Monday, January 24
Monday, March 21
Monday, May 23
Monday, August 1
Monday, October 17
Monday, December 12

Attendee Survey Summary

Total Surveys 13

Question 1: How did you hear about this event?

0 Did not answer
0 Unclear response

13 Responses

1 EHS	3 Business Association
1 FoodTalk	0 Fax
0 Phone	0 eNews Alert
8 Other: write-ins included:	
3 Mailing	1 Alex. Recycling Coordinator
1 Speaker	1 Health Dept. Representative
1 Email	1 Heather Stouffer

Question 2: Did you learn anything new today that you plan to use to benefit your business?

1 Did not answer
0 Unclear response

12 Responses

0 No	
12 Yes: write-ins included:	
7 No comment	1 Green Restaurants
2 Recycling	1 Eco-Marketing
2 Composting	1 haulers for food waste

Question 3: What subjects would you like to learn more about in the future?

1 Did not answer
0 Unclear response

12 Responses * 1 respondent checked yes to all boxes

4 Solid Waste	3 H2O/Liquid Waste
5 Energy	1 Chemical/Pesticides
2 Eco-Marketing	5 Healthy Food Choices
2 Other: write-ins included:	
1 How to compost	1 Products for restaurant use
1 Organic Collection	

Question 4: Would you attend this event or an event like it next year?

0 Did not answer
0 Unclear response

13 Responses

6 Definitely Will	0 Probably Will Not
7 Probably Will	0 Definitely Will Not

Question 5: Would you recommend this event to other restaurant owners?

0 Did not answer
0 Unclear response

13 Responses

9 Definitely Will	0 Probably Will Not
4 Probably Will	0 Definitely Will Not

Back Comments Section

One respondent wrote: "Please have better food next year."

*Note: since the surveys were submitted anonymously, there is no way to know if these responses are weighted more in one area because there were more attendees from one specific company.

Exhibitor Survey Summary

Total Surveys 17

Question 1: How did you hear about this event?

- 0 Did not answer
- 0 Unclear response
- 17 Responses
 - 5 Referral
 - 0 eNews Alert
 - 1 Website
 - 7 Other: write-ins included:
 - 1 Came to work
 - 2 Public Health
 - 5 Business Association / Chamber
 - 0 Fax
 - 1 Word of Mouth
 - 1 Committee Member
 - 1 Bob Custard
 - 1 Heather Stouffer

Question 2: Do you believe participating in this event increased the awareness/marketability of your organization?

- 1 Did not answer
- 0 Unclear response
- 16 Responses
 - 0 No
 - 16 Yes: write-ins included:
 - 1 absolutely
 - 1 bates trucking

Question 3: What topics were the attendees most interested in learning about?

- 0 Did not answer
- 0 Unclear response
- 17 Responses
 - 3 Solid Waste
 - 4 Energy
 - 10 Eco-Marketing
 - 7 Other: write-ins included:
 - 2 Composting
 - 1 Water
 - 1 Marketing
 - 1 Sustainability
 - 1 How to get cheaper healthy foods
 - 3 H2O/Liquid Waste
 - 4 Chemical/Pesticides
 - 6 Healthy Food Choices
 - 1 Recycling
 - 1 No Comment
 - 1 General

Question 4: What topics would you recommend, if we held this expo again?

- 0 Did not answer
- 0 Unclear response
- 5 Responses
 - 1 Compost
 - 1 General substnability
 - 1 Bio Fuel
 - 1 Incentives
 - 1 Sustain delivery
 - 1 Certification Program
 - 1 Get local farmers here
 - 1 ?????? Practices

Question 5: Would your organization attend this even or an event like it next year?

- 0 Did not answer
- 1 Unclear response
- Responses
 - 8 Definitely Will
 - 8 Probably Will
 - 0 Probably Will Not
 - 0 Definitely Will Not

*Note: since the surveys were submitted anonymously, there is no way to know if these responses are weighted more in one area because there were more exhibitors from one specific company.