Alexandria Food Safety Advisory Council
Minutes
4480 King Street – 5th Floor Conference Room
Monday, December 3, 2012 – 2:20 PM to 4:00 PM

2:20 PM Gathering

2:25 PM Introduction of Participants.

- Bob Custard, EH Division Manager
- Erin May, EH Specialist
- Rachel Stradling, EH Specialist
- Michele Howard, EH Division Technical Specialist
- Declan Conroy, Food Talk / Senata Publishing

2:26 PM Introduction of new Food Safety Standardization Officer Michele Howard.

Background twenty years of experience. Began in Georgia. Had 17 years in Florida, 2 years in Alexandria,

2:30 PM Set meeting dates for 2013.

First Monday of even numbered months (except June).

2:35 PM *What should the AHD Food Safety Website include?*

Audience of website:

- *Customers*
- *Public*
- *Media*
- *Government / Partners*

Goals of the website:

- *Provide resources to restaurant operations*
- *Provide information to general public*
- *Visually appealing*
- *Easy to navigate*
- *Separate public areas and industry*
- *Messaging must be concise, clear, and direct. For example: "How to File a complaint" or "View a health inspection."*
- *Use multi-media (like you-tube videos)*
- *Direct to other resources, like eNews, FoodTalk, or other health pages. We don't need to 're-invent the wheel'*

Resources for Industry

- *Foreign language resources*
- *Include EVERYTHING for industry (ig. employee health, CFM, parasite destruction, handwashing, etc.)*
- *CFM practice tests for LCFM*
- *Plan Review information*
- *How to get a permit*
- *Roaches: Restaurant/homes*
- *Temporary Events*
- *Provide training opportunities.*

Functionality

- *Instructional videos*
    - *Must be short—perhaps 30 secs. 2-3 minutes…it is getting too long.*
    - *See FFX website for model*
    - *Examples: Plan review walk through*
- *Applications being able to be completed online and emailed.*
- *Online payments*
- *Some sort of restaurant forum free from reprisals or embarrassment. Consider do a monthly "Ask an EHS" or "Ask Bob" for a down-to-earth answer to a question. Perhaps, model after the 'questions of field' the EHS's use to standardize. Distributed on an email forum (like eNews) or Facebook, or blog. Concerned about using social media to protect anonymity and proliferation of aggressive or incorrect information.*
- *Hot water calculation model*
- *Flow charts of permit vs. plan review*

General Public Areas

- *I became ill after eating at a restaurant*
    - *Related topic: how prominent should this be? Is this the full reason of our website?)*
- *Education quizzes*
    - *Example: How safe is your fridge?*
      Answer questions that result in a rating like 1) Please don't let your dog eat here to 2) You have a safe kitchen, you rock!
- *Raw eggs, cooking ground beef, oysters, raw milk, children & dangerous foods (ig. honey for under one year olds), food allergy information*
- *Date marking / quality tasting food*
- *Homeless and loitering*
- *Strange Smells from neighbors*
- *Roaches: Restaurant/homes*
- *Mold complaints*

Doggie's Corner

- *Covers a variety of topics about man's best friend that cross with EH issues.*
- *Alexandria is very dog-friendly*
- *Examples*
    - *how restaurants can apply for variances for Dining,*
    - *how to safely hold a doggie swim at your pool,*
    - *how dog food isn't safe for human consumption (wash your hands after handling dog food!),*
    - *rules concerning service dogs,*
    - *Dogs and hotels stays (bed bugs and sharing a room after a dog has been there),*
    - *rabies and dog parks,*
    - *and the amazing bed bug dogs!*
- *Scotties corner (isn't a Scotty the official Alexandria's dog?)*

- *Roaches: Restaurant/homes*

4:00 PM	Assignment
	Attendees were to review other websites and bring back ideas to Bob.
4:05 PM	Adjournment