



Public Health Department

Environmental Health

202 Mira Loma Drive
Oroville, California 95965

Cathy A. Raevsky, Director

Mark A. Lundberg, M.D., M.P.H., Health Officer

T: 530.538.7281

F: 530.538.5339

buttecounty.net/publichealth

FOOD SAFETY ADVISORY GROUP

MINUTES

AUGUST 20, 2015

KLAMATH ROOM ** 202 MIRA LOMA DRIVE, OROVILLE

I. Preliminary Items

A. Call to Order

Richard called the meeting to order at 9:10 AM.

B. Roll Call and Determination of Quorum

Richard Coon (Farmer's market/Local food), Heather Hacking (News media), Stephen Kenny (Community event organizer), Dean McKelvey (Minimart), Antionette Paul (School nutrition/SNAP), and John Rawlings (Citizen-at-large) were present. Jeff Davis (Large restaurant), Jeremy Wolfe (Mobile food facility), Adam Urteago (Small/medium restaurant), and Aaron Weigel (Large market) were absent. See Attachment One.

Note: Dean arrived mid-way through the meeting and the minutes were approved after his arrival, instead of in the order shown in these minutes.

[A quorum was established.](#)

C. Introduction of Guests

Christine Craig from Auntie Annie's Pretzels attended as a guest. Elaine McSpadden and Brad Banner attended the meeting on behalf of the Public Health Department.

D. Minutes from Previous Meeting

[John made a motion to approve the minutes as written. Heather seconded the motion and the motion passed unanimously.](#)

E. Public Comment

There was no public comment.

II. Action Items

A. Award for Excellence

1. The group discussed objectives in implementing a program to award excellence in food safety. Differences in ability to avoid having zero violations between full service restaurants and coffee shops or mini-marts was discussed. The importance of the award system to be both highly selective and an incentive for larger, higher hazard restaurants to improve their food safety practices was discussed.



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2. Brad reported that there is a statewide effort to measure and reduce the occurrence of major violations statewide in full service restaurants and noted that an effort should be made to categorize food facilities consistent with that initiative. See Attachment Two.
 3. This item will be continued to the next meeting when Brad and Elaine will return with an updated proposal that:
 - a. Is consistent with the new statewide performance measurement program,
 - b. Is equitable between full service restaurants and smaller, less complex food facilities
 - c. Is inclusive of all types of food facilities
 - d. Provides an incentive for food facilities to improve their food safety practices.
- B. Interventions for Highest Priority Major Violations
1. Elaine shared a report comparing the 2014 and 2015 rates of occurrence of major violations for Group A and B food facilities. The most frequently occurring major violations for both these time periods were “proper hot and cold holding temperatures” and “food contact surfaces.”
 2. Elaine share the following ideas for interventions to reduce the rate of occurrence of these two violations:
 - a. Food school
 - b. In-house training
 - c. Newsletter
 - d. Improving active managerial controls
 - e. Focusing on critical control measures
 3. Committee members suggesting the following measures:
 - a. Violation-specific handouts
 - b. Use of email for sending information
 - c. Short violation-specific training videos featuring staff
 4. Christine and Antionette discussed the use of QR codes on newsletters and other handouts that would link a Smart Phone to the short issue-specific videos.
 5. The group noted that videos are often more effective than written materials in reaching young people and food service workers. Videos could be used by food facility managers in training their staff. Use of QR codes would make it more likely that young people will view the videos, as was the experience related by Christine. See Attachment Three.
 6. Steve pointed out that the written materials should probably come first, since EH needed to “walk before it could run,” but then suggested that



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High School teachers and students could be involved in developing the videos.

7. The possibility of a contest between High School students in developing videos was discussed and the entire group was highly enthusiastic about the concept. The discussion included the idea of one or more food facility sponsoring the contest.
8. Heather said that the Chico Enterprise-Record could help promote the event.
9. This item will be continued to the next meeting when staff from Gridley High School, Aaron Hill, the video instructor from the Inspire Charter School, and IT staff from the Butte County Public Health Department will be invited to attend and participate.

III. Informational Non-Action Items

A. Placarding Program Update

1. Elaine stated that the placarding program was progressing smoothly and that the public's response has been favorable.
2. Dean inquired about the posting of Red Closed placards. Elaine did not have specific number of Red Closed placard postings but reported that the few Red Closed placards that have been posted were due to imminent health hazards such as extreme rodent infestation and backed up sewage.

B. Fall Newsletter

1. Elaine distributed a preliminary draft of the Fall newsletter.

C. Food School in November

1. Elaine reported that a Food School would be put on in November. Since the school will be intended for anyone interested and not a punitive measure for recalcitrant food facilities, it will be offered at no cost.
2. The group pointed out that attending the Food School could be an "elective" option for food facilities wanting to be recognized for excellence. Richard suggested that attendees receive a certificate for attendance.

IV. Agenda Preparation for Next Meeting

The next Advisory Group meeting will be on Tuesday, October 13, at 9:00 a.m. in the Tahoe Room at 202 Mira Loma Drive, Oroville. (The room has been reserved.)

V. Adjourn

The meeting adjourned at 11:05 a.m.

Minutes provided by Brad Banner, Environmental Health Director



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Attachment One

Butte County Food Safety Working Group

Meeting Date: 8/20/15

Meeting Location: Klamath Rm

Advisory Group Members (please put your initials beside your name):

Large Restaurant Jeff Ambrose, Woodstocks Pizza	<u>JA</u>	Community Event Organizer Stephen J Kenny, Line Drive Marketing
Small/Medium Size Restaurant Adam Urteago, Righteous Burger	<u>DU</u>	Farmers Market/Local Food Richard Coon, Wookey Ranch, Chico Farmers Market
Large Market Aaron Weigel, North State Grocery	<u>AW</u>	School Nutrition/SNAP Antionette Paul, Child Nutrition, GUSC
Minimart Dean McKeelvey, Mac's Market	<u>DM</u>	News Media Heather Hacking, Chico Enterprise-Record
Mobile Food Facility Jeremy Wolfe, Mayhem!	<u>JW</u>	Citizen-at-Large John Rawlings

Guests (please print):

Christine Craig
Guest Name

Auntie Annes Pretzels
Business Name

190 E 20th Street 503 Chico Ca 95928
Guest Mailing Address or Email Address

Guest Name

Business Name

Guest Mailing Address or Email Address

Guest Name

Business Name

Guest Mailing Address or Email Address

Attachment Two

Be a Part of the Statewide Food Performance Metric Enter Your Data for 2014

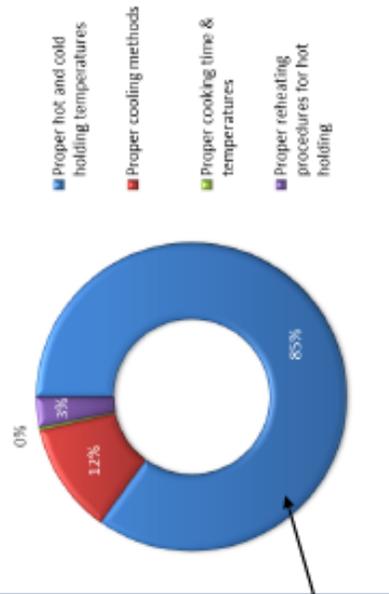
Goal: Minimize the risk of foodborne illness in regulated food facilities.

Objective: Decrease Major Food Safety Violations observed during routine inspections by 25% by December 31, 2020 by working with operators to improve food employee behaviors and food preparation practices.

Measure: Number of Major Food Safety Violations (by facility grouping: facilities with food prep and facilities without food prep) found by quarter year divided by total number of food facilities inspected during the same quarter.

Based on the six pilot counties data, an educational campaign about proper hot and cold holding temperatures could improve food safety and help us meet our objective.
Having statewide data could change the focus or make it more robust!

Temperature Violations at Prep Facilities



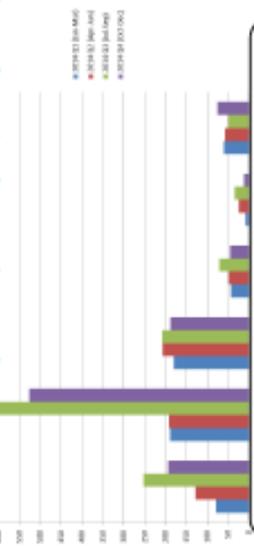
*Date entry is easy, go to the following website:
<https://sites.google.com/site/food-safety-advisory-group>*

1. Read the instructions on the Food Safety home page; at bottom click "Submit Food Safety Measures Now"
2. Choose your jurisdiction and the calendar year quarter from dropdown list
3. Enter inspection totals and major violation data for Food Facilities With Prep
4. Enter inspection totals & major violation data for Food Facilities Without Prep
5. Click "Submit"



Note: to enter the data, you will need to extract that numbers from your inspection reports or software system. Decade has created a report for their customers.

Facilities with Prep: Proper hot and cold holding temperatures (violations per 1,000 inspections)



Compare your program with other programs. This is the number one major violation in 4 of the 6 counties participating in the pilot project.

Don't stop with the state-wide metrics.
Develop your own.
Use the statewide data in other ways.

Facilities without prep: Proper cooling methods (violations per 1,000 inspections)



We found fixable data in the system.
We found cooling violations in non-prep. - some facilities were not in correct program element

Attachment Three

Crew Member Tools



Crew Member Tools

- **Guests' Perception**
 - *Video #1* —Exaggerated Script
 - Mystery Shop Score would be _____%
 - Brand Tracker: _____% welcoming, _____% friendly
 - Consumer Picks Survey - ____ out of 13 Brands
 - There is a disconnect between the customer's perception and our perception of good service.

- **Engaging Guests**
 - Find the "10 Foot Rule" landmark together
 - Where is it? _____

- **Show & Sell**
 - *Video #2*—Show & Sell
 - Ratio of Items should be _____
 - Production Cycle changes _____
 - _____
 - Upgrade the Products vs Downgrade the Products

- **Flipping the Script**
 - Do you like asking 10 questions? _____
 - Script Opening
 - Which one of the 3 lines to you gravitate towards?
 - ◊ What combo would you like today?
 - ◊ What are you hungry for?
 - ◊ Today's special is...
 - We are eliminating "How may I help you?" and "What can I get for you today?"
 - *Video #3*—Flipping the Script

- **Moving the Sale**
 - *Video #4*—Moving the Sale

- **Why People Say No**
 - *Video #5*—Why People Say No

Video #1—Exaggerated Script



Video #2—Show & Sell



Video #3—Flipping the Script



Video #4—Moving the Sale



Video #5—Why People Say No



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