

CENTRAL VIRGINIA EMERGENCY MANAGEMENT ALLIANCE

Public Outreach Committee



Monday, January 23, 2017, 2:06 2 pm

Richmond Regional Planning District Commission | 9211 Forest Hill Avenue Suite 200 Richmond VA 23235

Minutes

In attendance:

Altise Street, 211 VIRGINIA

Katherine Robins, RRPDC

Anthony McLean, Richmond, Chair

Kelly Hickok, RIL, Inc.

Ben Ruppert, Hopewell

Paul Hundley, Richmond OEM

Beverley Brandt, Colonial Heights, Vice Chair

Robin Hillman, Goochland

Bob Thompson, Henrico

Sherri Laffoon, Chesterfield

Carl Knoblock, SBA

TaMisha Bascombe, Richmond HD

Carolyn Tatum, CVHC

Tammie Cox, Chesterfield HD

Kate McHugh, Richmond HD

1. **Welcome and introductions.** The Chair called the meeting to order at 2:05 pm and invited everyone to introduce themselves.
2. **Approval of December 19, 2016 Meeting Minutes.** Beverley Brandt moved approval. Donald Hunter seconded. Motion carried without further discussion.
3. **Old Business**
 - **2017 Survivor Day** – Survivor Day VIII will be March 11, 2017. The Chair reported that there are currently 11 localities hosting this year: Charles City, Chesterfield, Essex, Goochland, Hanover, Henrico, Hopewell, Petersburg, Powhatan, Prince George, and Richmond. Ms. Robins will finalize flyer, press release, and have the website updated to begin marketing and accepting registrations. She will also email any registrations for a ‘future’ event to enable these folks to go in a register for their preferred location.
Survivor Day Schedule: we have added a WebEx by Bill Sammler/NWS that will be broadcast to all hosts. Ms. Laffoon shared the schedule for the Chesterfield Survivor Day event. The group agreed on 9:30 to 9:55 for this presentation (**Note: time for this was subsequently rescheduled to run from 9:05 am to 9:30 am**). Ms. Laffoon reported that they are starting

with the Active Shooter presentation, then the NWS presentation. They are eliminating Food and Water Safety to offset the addition of NWS. All locations will need computer, internet, projector, and sound to access this WebEx. Mr. Sammler will be hosting a WebEx test for host localities prior to Survivor Day. Hosts are free to schedule their topics as they wish.

- **Regional CERT Meeting** | Sherri Laffoon reported that they met just prior to this meeting and talked about regional training. They are working on a training calendar for 2017 with one training per month, with each locality hosting at least one training session over the year. These will be posted to the CVEMA calendar. Each host is expected to manage their own registrations (Chesterfield uses Sign Up Genius). Next meeting will discuss Advanced Academy and what those training requirements will be. Discussion of what Level 1 and Level 2 CERT mean.
- **Preparedness Marketing Campaign RFP** | The group elected to defer this project to utilize FY16 funding rather than FY15 funding.
- **FY15 SHSP | \$65,000 | FA: City of Richmond | Deadline: March 31, 2017.** The Chair reported that we have spent \$15,566.83, leaving a balance of \$49,433.17. He asked the group how it would like to expend remaining funds. Mr. Ruppert proposed that some of the funding be used to fund the gap in Regional EM Planner project. After discussion, the group elected to spend
 - \$25,000 on marketing for Survivor Day (radio, digital billboards, print, and social media/website),
 - \$4,000 to United Way for registration support for both the 2016 and 2017 events,
 - \$10,000 for weather radios for CVEMA localities to distribute to schools, local government departments, and a raffle at Survivor Day to give out 5 of the weather radios. and
 - \$10,000 for the Regional EM Planner project.

Regarding funding for the Regional Planner position, Mr. Ruppert reported that any locality with SHSP funds they cannot spend should forward this information to him so that he can notify VDEM and request that these funds be re-allocated to the planner project.

- **FY16 SHSP | \$80,000 | FA: Chesterfield | Deadline: March 31, 2018.** Approximately \$60,000 for marketing and \$20,000 for supplies. Ms. Laffoon reported that these funds are available for spending down. This is the budget from which the RFP will pull funding. Ms. Robins pointed out that FEMA has just released the 2017 Preparedness calendar. This will be framework for our yearlong preparedness marketing campaign.

4. New Business

- **Business Continuity** | The Chair reported that Leadership Metro Richmond (LMR) is planning a presentation on EM for a 'Convening Leaders' session coming up on February 21 at 6 pm. The Chair and Robin Hillman will be making the presentation. Location has not been determined. Ms. Robins will forward any further information on this. The Chair reported that the LMR Board has also expressed an interest in a presentation of Active Shooter information. Ms. Robins reminded all that this group reaches a very broad cross-section of public and private sector professionals, which could be very helpful in our preparedness outreach. Anyone from this committee who would like to attend, please reach out to the Chair so that he can forward this information to LMR. The group agreed to revisit the presentation for adjustments after the LMR event.

- **Bullex Repair.** The Chair reported that the Chesterfield Fire Suppression Simulator needs repair that will cost about \$500. Ms. Laffoon will arrange for the repair.

5. Open discussion, comments, and announcements.

- **Paul Hundley/Richmond** reported on behalf of the CVEMA Mass Care and Human Services Committee that the Shelter Training Request Form has been posted to the [CVEMA webpage](#). If your locality would like to take advantage of this free shelter training, please fill out this form and forward to him and to Ms. Robins.
- **Ben Ruppert/Hopewell** reported that Martha Shickle, Executive Director of the RRPDC, has proposed that we develop a partnership with the Community Foundation (TCF) through which the CVEMA could receive tax-deductible contributions to fund our projects. TCF would provide support and management of all tax reporting requirements. Mr. Ruppert, Ms. Shickle and Ms. Robins will be meeting with Sherri Brock Armstrong, TCF Executive Director to discuss. This could also offer a resource for donations to help CVEMA localities responding to a disaster.
- **Tammie Cox/Chesterfield HD/MRC** reported that Chesterfield Health Department will be moving into their new quarters the week of 2/20. She has scheduled an Active Shooter presentation for March. Still have an interim director at the helm. They are still in a transition.
- **Kelly Hickok/RIL** reminded all that they offer Disability Etiquette and Awareness Training programs as well as a variety of other disability related workshops and trainings that they are happy to customize to suit the audience. Contact her to schedule.
- **Donald Hunter/Prince George** reported that they are moving forward with their Pillowcase Project. They have scheduled these to take place over a 2-week period. Debbie Blankenship has been certified to train instructors for this project, if any other locality wishes to do their own Pillowcase Project, she will come to you to do the training. Richmond is interested. Ms. Laffoon is scheduled to meet with her on this. Ms. Brandt requested that she share the information. Mr. Hunter agreed to share Ms. Blankenship's contact information with the group.
They have had their first 3 CERT classes with 21 people.
- **Sherri Laffoon/Chesterfield** reported that they are in the 3rd week of their current CERT class which is down to 35 people. Graduation is February 15, 2017.

- 6. Next meeting.** The meeting was adjourned at 3 pm. Because our next scheduled meeting falls on a federal holiday, the next meeting will be Monday, February 13, 2017 at 2 pm at the Richmond Regional Planning District Commission.
Regional CERT meeting will be prior to that at 1 pm.

Respectfully submitted,
Kathy Robins