

CENTRAL VIRGINIA EMERGENCY MANAGEMENT ALLIANCE

Public Outreach Committee



Monday, February 13, 2017, 2016 2 pm

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

Minutes

In attendance:

Beverly Brandt, Colonial Heights, Vice Chair

Lori Dachille, VDEM

Bob Thompson, Henrico

Paul Hundley, Richmond OEM

Danielle Progen, VDEM

Shalonda Venable, Petersburg

Donald Hunter, Prince George

Sherri Laffoon, Chesterfield

Kate McHugh, Richmond City HD

TaMisha Bascombe, Richmond City HD

Katherine Robins, RRPDC

Tammie Cox, Chesterfield HD

1. **Welcome and introductions.** The Vice Chair called the meeting to order at 2:05 pm and invited everyone to introduce themselves.
2. **Approval of December 19, 2016 Meeting Minutes.** Donald Hunter moved approval. Sherri Laffoon seconded. Motion carried without further discussion.
3. **Old Business**
 - **2017 Survivor Day** – Survivor Day VIII will be March 11, 2017.
 - **11 Hosts:** Charles City, Chesterfield, Essex, Goochland, Hanover, Henrico, Hopewell, Petersburg, Powhatan, Prince George, and Richmond.
 - **Registrations:** As of this morning, there are 312 registrations.
 - **Curriculum:** This year we have added a WebEx by Bill Sammler/NWS that will be broadcast to all hosts from 9:05 am to 9:30. There will be a test of the system on Wednesday, March 8 at 10 am. Ms. Robins will share the invitations for both of these with hosts. Hosts are eliminating different topics from their curriculum to offset the addition of NWS. All locations will need computer, internet, projector, and sound to access this WebEx. Hosts are free to schedule their topics as they wish.
 - **Marketing** will include radio, print, TV spots (15 second spots on CNN, Fox News, MSNBC, OWN, The Weather Channel), digital billboards (5 locations x 9 days = 45 viewing days.) The committee reviewed the 4 billboards and requested one edit: to

add 'or dial 211' to text). Tactics Branding is looking for volunteers to do radio interviews. Ms. Laffoon and Ms. Venable volunteered for this. Print ads in 6 to 8 papers including Richmond Times Dispatch, Richmond Free Press, and multiple smaller local papers. Tactics will be sending out an email blast to all Survivor Day alumni to encourage them to get friends/family to attend and on Wednesday, March, 8 a reminder email to all who have registered.

- **Vendors** | Donald Hunter reported that they include 20 to 25 vendor tables. Other hosts may do this also. He will share his vendor list with the group. Powhatan and Chesterfield will also be distributing drug disposal kits for safely discarding unneeded medications. Richmond City Health District has made these available at Police Precincts. Walgreens has kiosks for this also.
- **Registrations/Comments** | Ms. Robins checks these and sends requests to affected hosts but asked all to remember to check your registrations regularly for any comments so that you may respond if there are questions or requests.
- **Kits** | Kits are stored in Chesterfield and Hanover. If you need kits, please contact Kathy Robins, Sherri Laffoon, or Corey Beazley to make arrangements. Ms. Robins estimates we have enough for 2 events. An inventory will be conducted after this event. It would be good to coordinate pick up for a single day. Prince George will need 75-80 kits this year.
- **Evaluations** | Edits to existing evaluation form: add Social Media to the possible answers to the question, "How did you hear about this program?" and "Over" in the footer.
- **Other** | Lori Dachille offered any support that may be helpful from VDEM, including handouts (coloring sheets, puzzles, etc.)
- **Regional CERT Meeting** | Meeting cancelled. Ms. Laffoon reported that she will be gathering information this week via email for the regional training calendar. Next meeting March 20, 2017, 1 pm at the RRPDC. Paul Hundley reminded all that there is funding for shelter training.
- **Business Continuity** | Still trying to work out how to motivate businesses to participate in preparedness training. Robin Hillman shortened our PowerPoint presentation to take to business and civic organizations. Anthony McLean and Ms. Hillman will be taking this presentation to an LMR event, 'Convening Leaders' on February 21. Anyone who would like to attend this event, please let Ms. Robins know so she can send this information to LMR. Ms. Robins will send final version of PowerPoint to Tammie Cox. Ms. Dachille recommended bringing in Clarence Elliott, a VHDA employee who is also a member of the Association of Business Continuity Professionals to help us with reaching out to the business community. Ms. Dachille will forward the April meeting invitation to him. Ms. Robins will add him to the agenda for the April meeting.
- **Preparedness Marketing Campaign RFP** | The group elected to defer this discussion until the March meeting.
- **FY15 SHSP | \$65,000 | FA: City of Richmond | Deadline: March 31, 2017.** At the January meeting, the Chair reported that we have a balance of \$49,433.17 in this grant. The committee decided to expend these funds as follows:
 - \$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.
- **FY16 SHSP | \$80,000 | FA: Chesterfield | Deadline: March 31, 2018.** Approximately \$60,000 for marketing and \$20,000 for supplies. The committee decided to purchase refrigerator thermometers, squeeze flashlights, and File of Life magnets. Vice Chair reminded the committee of our policy of limiting handouts to 100 per event per locality.
- **Bullex Repair.** Ms. Laffoon reported that the Chair is taking care of this.

4. New Business

- **FY17 SHSP Projects |** The Vice Chair reported that the VDEM Region 1 Stakeholder Briefing is scheduled for March 6, 2017 from 10 am to 12 at Eanes-Pittman. The committee decided to submit a single application to include the following components:
 - **Survivor Day marketing and supplies**
 - **Regional CERT**
 - **General Public Outreach & Education marketing and supplies**

Lori Dachille encouraged everyone to sign up to be a Peer Reviewer as soon as possible.
- **Partnership with MCHS for projects.** Paul Hundley proposed that this committee partner with the MCHS Committee in the area of outreach on transitional housing, renter's/homeowners insurance, and other appropriate areas. He invited any ideas from this group as to how we could work together. Kelly King Horne of Homeward will be at the April MCHS meeting to talk about their work and challenges in providing transitional housing. This may provide us with project ideas.

5. Open discussion, comments, and announcements.

- **Paul Hundley/City of Richmond** reported that the next MCHS meeting is Thursday, March 2 at 1:30 pm at the RRPDC.
- **Tammie Cox/Chesterfield HD/MRC** reported that they will be doing a Medication Take Back at Chesterfield Police Department on Hicks Road on March 29, 2017 from 10 to 2.
- **Donald Hunter/Prince George** reported that Prince George DSS is holding a Toddler Fair, including health screenings, on April 1 in Scott Park. Their CERT graduation is March 2, 2017. They also have a junk/hazmat take back on 4/15 from 8:30 am to 2 pm in police parking lot.
- **Bob Thompson/Henrico** reported that Hanover County Fire recently lost a beloved Deputy Chief, Henri Moore. Funeral is Thursday.
Henrico has 2 CERT classes starting next week: one on Tuesday mornings, the other on Thursday nights. Each will last 9 weeks.
- **Sherri Laffoon/Chesterfield** reported that they have 32 graduating from their CERT program on Wednesday night. Next class starts March 15 and will be 2 nights per week for 4 weeks.
- **Beverley Brandt/Colonial Heights** reported that they have a special event coming up at Pickwick Shopping Center on April 29 including document shredding, drug take back, food donations for the food bank, fingerprinting for children, and other activities.

6. Next meeting. The meeting was adjourned at 3:25 pm. The next meeting will be Monday, March 20, 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