

CENTRAL VIRGINIA EMERGENCY MANAGEMENT ALLIANCE

Public Outreach Committee



Monday, April 24, 2017, 2:06 2 pm

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

Minutes

In attendance:

Anthony McLean, Richmond, Chair

Beverley Brandt, Colonial Heights, Vice Chair

Bob Thompson, Henrico

Carolyn Tatum, CVHC

Glenn Pfluger, Tactics Branding

Donald Hunter, Prince George

Katherine Robins, RRPDC

Nick Sheffield, Dinwiddie

Paul Hundley, Richmond OEM

Robert Foresman, Henrico

Stan Sweeney, Tactics Branding

TaMisha Bascombe, Richmond City HD

Tammie Cox, Chesterfield HD

Vic Buisset, Richmond

1. **Welcome and introductions.** The Chair called the meeting to order at 2:03 pm and invited everyone to introduce themselves.
2. **Approval of February 13, 2017 Meeting Minutes.** Sherri Laffoon moved approval. Donald Hunter seconded. Motion carried without further discussion.
3. **Old Business**
 - **2017 Survivor Day After Action Review.**
 - **Tactics Branding.** Glenn Pfluger and Stan Sweeney reviewed the marketing of the March 11 event. Extra funding helped a lot.
 - **New this time.** Comcast Cable: 3 for 2 deal. Ads on CNN, MSNBC, Fox, Weather Channel, Fox Business. Over 630 spots total.
 - **Nine newspapers.** 20 ads, articles, items on calendars, websites. Small community papers reach large audiences.
 - **Six radio stations** including 3 interviews. Thank you to those who were willing to do interviews.

- **Digital billboards.** 45 days of viewing on 11 billboards across the region including a reduced rate for remnant space that resulted in extra viewings.
- **Social Media.** Campaign tailored to individual localities. Event posted as individual event for each locality on Virginia.org, top tourism site in the U.S. for the past 10 years. Richmond.com. Purchased time on Facebook and posted 15 second videos resulting in 7,000 views.
- **Reminder email** sent to registrants the Wednesday prior to the event.
- **Future Marketing. FY16 Grant: \$80,000.**
 - **Yearlong preparedness campaign** Develop campaign that would promote CERT, preparedness messaging for general public, business community. Possibly follow FEMA calendar to develop editorial calendar for the region. Having a library of graphics for localities to use would be very helpful
- **Registrations:** 1,278 for the March 11 event. There are 74 registrations for a future event. Webmaster has made email address a required field. The group agreed that this should not be the case, as many who may wish to register may not have email addresses.
- **Kits:** There are 368 kits in Hanover storage and 43 in Chesterfield for a total remaining of 411. Prince George reported having around 400, Petersburg has 36, Richmond has about 70. Because it takes approximately 700-800 per Survivor Day event, we may wish to purchase more. We should probably purchase kits annually to minimize the possibility of items expiring. The Chair suggested we submit a grant application just for kits (approximately \$40,000) so that it does come out of marketing money but does not put us over the \$100,000 de facto limit (the original application amount: \$85,000 plus \$40,000 for kits = \$125,000). The Chair will research current cost of kits and report back to the committee in case we need to program some FY16 SHSP funds to this purpose. Ms. Robins will find out how many kits we have.
- **Evaluations:** Ms. Robins reported not have received all evaluations. The Chair requested that all submit these.
- **Regional CERT Meeting | 4/24/17 1 pm.** Ms. Laffoon reported that the group reviewed the training calendar. She offered to meet with Kate Hale to brief her on regional CERT initiatives. Next meeting Monday, May 15, 2017 1 pm. Will be discussing the regional exercise in addition to the training calendar.
- **Business Continuity |** The Chair invited Vic Buisset to share information on the Rapid Response Program through the Virginia Community College System. He met with the director in March who connected him with the Greater Richmond Business Solutions Team. This is a group of organizations/agencies including Virginia Department of Economic Development, Virginia Employment Commission, Goodwill, Resource Center, and localities. Vic did a presentation to this group. There was quite a bit of interest, including from civic organizations. Society of HR Managers also has invited Vic to speak to them, possibly at their October conference. He has also made a contact with the Henrico Rotary Club. Reached out to Carl Knoblock of the SBA and they are meeting May 12 to talk about resources available to small businesses. Mark Brickley of the Rapid Response Program will be presenting at the

June CVEMA meeting. Kevin Pannell reported that VDEM regional staff is happy to help with this effort too.

- **FY15 SHSP | \$65,000 | FA: City of Richmond** | All but \$9,700 of this funding was expended for preparedness items/projects. Per the committee decision at the March meeting, the Chair requested that VDEM reallocate this funding to the Regional Planner position. Discussion of extensions, allowable purchases, deadlines.
- **FY16 SHSP | \$80,000 | FA: Chesterfield | Deadline: March 31, 2018.** Approximately \$60,000 for marketing and \$20,000 for supplies. Ms. Laffoon requested the committee's guidance on purchase with this funding. The committee requested:
 - Refrigerator thermometers
 - File of Life Magnets
 - Squeeze Flashlights
 - Can Openers
- **Bullex Repair.** Done, per Ms. Laffoon.

4. **New Business**

- **FY17 SHSP Projects** | The deadline for applications is now May 31, 2017 instead of May 5. The committee decided to submit the following:
 - **Whole Community Outreach & Education marketing and supplies | \$85,000** and will include preparedness marketing and supplies, including Survivor Day marketing and supplies.
 - **Regional CERT Training & Exercise | \$10,000** Ms. Laffoon is writing this application. She will include some supplies in this project.
- **Distribution of promotional items.** Discussion of limits on distribution of more expensive items, such as the weather radios. The Committee decided that, to be equitable, each locality will be allocated 15 weather radios. Ms. Robins will send an email notifying all CVEMA localities of the availability of these resources and giving all a deadline for accepting or refusing. Any radios not claimed by a locality will be returned to the inventory to be distributed later. Localities that receive these should return to Ms. Robins a list of who received them for accountability. Also, be sure to add DHS/FEMA sticker to each radio. Regarding the request from Allen Evans/Fort Pickett, Ms. Robins will ask VDEM Grants Office if this would be allowable. Several present reported that Fort Pickett is a state, not federal, entity.

The Vice Chair proposed that we adopt this (equitable distribution, with right of first refusal for CVEMA localities) policy for more expensive items for distribution. There was also a proposal that for items over a certain value, we require a written justification from localities requesting. The Committee decided that in future we should survey localities prior to purchase to see who wants items. This is how the Mass Care & Human Services Committee manages their Shelter Supplies and Equipment grants. The Chair and Ms. Robins will draft a policy for Committee review.
- **New ideas for outreach.** The Committee deferred until next month a discussion of some innovative ideas from Arlington County for outreach.

5. Open discussion, comments, and announcements.

- **Sherri Laffoon/Chesterfield** reported that they have a CERT class starting tonight with 31 people registered. Also, the NDMS Exercise is the 29th.
- **Beverly Brandt/Colonial Heights** reported that they have a Community Day coming up on Saturday with drug take back, shred it, child safety seat installation, and other activities at Pickwick Shopping Center. They also have a CPR recertification class tonight.
- **Tammie Cox/Chesterfield MRC** reported that they have a DEA-sponsored medication take back event on Saturday at Ettrick Elementary School.
- **Robert Foresman/Henrico** reported that NASCAR is this weekend.

6. Next meeting. The meeting was adjourned at 3:26 pm. The next meeting will be Monday, May 15, 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