

CENTRAL VIRGINIA EMERGENCY MANAGEMENT ALLIANCE

Public Outreach Committee



Monday, May 15, 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

Kate Hale, New Kent

Beverley Brandt, Colonial Heights, Vice Chair

Katherine Robins, RRPDC

Bob Thompson, Henrico

Paul Hundley, Richmond OEM

Danielle Progen, VDEM

Robert Foresman, Henrico

Debbie Blankenship, Prince George CERT

Sherri Laffoon, Chesterfield

Donald Hunter, Prince George

Tammie Cox, Chesterfield HD

1. **Welcome and introductions.** The Vice Chair called the meeting to order at 2:03 pm and invited everyone to introduce themselves.
2. **Approval of April 24, 2017 Meeting Minutes.** Robert Foresman moved approval. Donald Hunter seconded. Motion carried without further discussion.
3. **Old Business**
 - **Survivor Day IX:** Discussion of choosing date for next year's event and what time of year results in best attendance. The Vice Chair provided registration numbers since the event was first held in 2012. Ms. Laffoon proposed we choose a month and always hold the event that month so that the public knows when to expect it. March was suggested but we need to avoid the week of VEMS (March 20 – 23, 2018). Prince George includes outdoor activities with its Survivor Day and scheduling for March means these activities might not be possible due to cold temperatures. We also need to avoid Easter and Spring Break for public schools (April 2 – 6, 2018). Last week in April is likely to be NASCAR race. The committee decided on **Saturday, April 21, 2018** for next year's Survivor Day and April each year from now on. Ms. Robins will email CVEMA local EMs to invite all to host. Vice Chair will also report at the 5/18/17 CVEMA meeting.
Kits: Ms. Robins reported that there are 857 (Note: after New Kent reporting 17, the total is 874) kits in the region. We distribute approximately 700 to 1,000 each year. The

committee decided to order more kits, being sure to distribute the older kits before the new ones at next Survivor Day.

- **Regional CERT Meeting | 5/15/17 1 pm.** Ms. Laffoon reported that the group decided on November 4, 2017 for the regional CERT exercise and will have a medical focus with different stations. She reported that there are issues with people registering for the regional training classes and not showing up. Discussion at the meeting resulted in proposing to include the following language in training emails to discourage this:

- “We recognize that things change, but offering classes costs taxpayer dollars. Please call if you are unable to attend. Unexcused absences could jeopardize your ability to enroll in future training.”

Ms. Laffoon reported that she uses Sign Up Genius for registrations and this program sends a reminder 2 days prior to the class and this usually results in some cancellations. Another possibility is incorporating CERT Coordinator approval of registrations. Also discussed was developing a code of conduct.

Next meeting Monday, June 19, 2017 1 pm just prior to Public Outreach Committee meeting.

- **Business Continuity**
 - **Ready Rating Program |** No report from Red Cross. Mr. Foresman gave a brief overview, reporting that this is a web-based evaluation tool from the Red Cross that allows businesses to assess their own level of preparedness.
 - **Rapid Response Program |** No report. Vic Buisset and Mark Brickley are scheduled to talk about this at the June CVEMA meeting.

Discussion of past Business Survivor Day and problems with attendance. Ms. Hale suggested that we may need to take an approach that is smaller and more localized since it's the smaller businesses that are most vulnerable. Could also look at YouTube to present training for businesses or handouts. Include survey to gather information on subjects businesses want more information on.

- **FY16 SHSP | \$80,000 | FA: Chesterfield | Deadline: March 31, 2018.** Approximately \$60,000 for marketing and \$20,000 for supplies. Ms. Robins reported having received 2,000 File of Life magnets. Refrigerator thermometers have been ordered and are expected in the next 2 weeks. Ms. Laffoon will be ordering the remaining items (squeeze flashlights, can openers) over the coming weeks. The Vice Chair reminded the committee of policies established for distribution of promotional items:
 - For lower value items, there is a maximum of 100 per locality.
 - For higher value items (weather radios), items will be offered to the 25 CVEMA localities in quantities that distribute them evenly. Any items that are not claimed by the 25 localities may then be distributed according to the Public Outreach Committee. For these items, the Committee requires an accounting of how they were distributed and a list from the locality of who received them. Ms. Robins will send an email to CVEMA localities.

4. New Business

- **FY17 SHSP Projects |** The deadline for applications is now May 31, 2017. The Public Outreach Committee will be submitting 2 projects:
 - **Whole Community Outreach & Education marketing and supplies | \$80,000 | Fiscal Agent: RRPDC** and will include preparedness marketing and supplies, including

Survivor Day expenses, marketing and supplies (kits, promotional items), including yearlong preparedness marketing campaign.

- **Regional CERT Training & Exercise | \$10,000 | Fiscal Agent: RRPDC** Ms. Laffoon is writing this application, including instructors, exercise expenses and supplies in this project.
- **New ideas for outreach.** Ms. Robins presented the Map Your Neighborhood program from King County Washington and the PowerPoint, 'A Successful Six Pack: Six Spirited Ideas for Refreshing a Stale EM Program' that was presented at VEMS by Lauren Stienstra of the Arlington County OEM. Discussion of the PrepareAthon at the Science Museum. Ms. Robins will reach out to see about this. The Vice Chair proposed that we dedicate our next Public Outreach Committee meeting to brainstorming about new ideas for public outreach/education and tie it into the marketing campaign, including drafting a calendar. Template for neighborhood disaster plans (this is similar to Map Your Neighborhood Program.)

5. Open discussion, comments, and announcements.

- **Kathy Robins/RRPDC** reminded all that there are giveaways available at the RRPDC for outreach: File of Life magnets, weather radios (15/locality), can openers, Citizen Preparedness guides, CERT window clings, and other items arriving in the next month. There are also flash drives (some folks are using these to give curriculum to their CERT instructors)
- **Sherri Laffoon/Chesterfield** reported that they have a CERT graduation this Wednesday. She also reported that they have been planning a Pillowcase Project with their police department for Chesterfield County 3rd graders (5,000 of them). Halfway through their planning they were informed that Red Cross/Disney limits the number of pillowcases to 2,500 per locality. The entire state gets a total of 5,000. Sherri plans to pursue it further and will report back.
- **Donald Hunter/Prince George** reported that their next CERT class is this fall.
- **Robert Foresman/Henrico** asked that everyone keep promoting VEMA membership. Next year's VEMS it at the Omni in Hot Springs. He and Sherri both will be representing VEMA at the VDH Health Preparedness Academy May 31 to June 1 in Fredericksburg.
- **Altise Street/211 VIRGINIA** reported that she is attending the Statewide Volunteer Conference on May 16 and 17, 2017 at the Koger Center.
- **Danielle Progen/VDEM** reported that VDEM received a FEMA grant on flood risk mapping (for Regions 1 and 5). Last Monday met and had a product demonstration. Goal is outreach. This is for the TEIF data they collected earlier this year. They have data from one third of CVEMA localities.
- **Tammie Cox, Chesterfield MRC** reported that she, too, will be attending the volunteerism conference at the Koger Center Tuesday and Wednesday. Also attending the Preparedness Academy May 31 to June 1. Doing one training per month for her volunteers. Providing REVIVE training, which trains how to administer Naloxone to reverse the effects of an overdose. Next class June 12 at Meadowdale Library. Public Safety Day at Bon Secours on Saturday May 20 at Westchester (formerly Watkins Center).
- **Vice Chair** asked Altise and Tammie to bring 5 new ideas for best practices for working with volunteers to our next meeting.
- **Paul Hundley/Richmond** suggested that CERT members should attend the Pet Sheltering Training coming up in Richmond on May 24, 2017. RSVP to Chuck Marchand at Richmond

Animal Care and Control. (chuck.marchand@richmondgov.com)

He also reminded all that the next VCA VOAD meeting is June 6 from 9 to 12 at the Virginia Baptist Headquarters on Emerywood Parkway. Program includes New Jersey VOAD chair and Team Rubicon.

6. **Next meeting.** The meeting was adjourned at 3:16 pm. The next meeting will be Monday, June 19, 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