

CENTRAL VIRGINIA EMERGENCY MANAGEMENT ALLIANCE

Public Outreach Committee



Monday, June 19, 2017 2 pm

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

Minutes

In attendance:

Altise Street, 211 VIRGINIA

Anthony McLean, Richmond, Chair

Beverley Brandt, Colonial Heights, Vice Chair

Bob Thompson, Henrico

Danielle Progen, VDEM

Debbie Blankenship, Prince George CERT

Donald Hunter, Prince George

Kate McHugh, Richmond City HD

Katherine Robins, RRPDC

Lori Dachille, VDEM

Paul Hundley, Richmond OEM

Sherri Laffoon, Chesterfield

1. **Welcome and introductions.** The Chair called the meeting to order at 2:01 pm and invited everyone to introduce themselves.
2. **Approval of April 24, 2017 Meeting Minutes.** Bob Thompson moved approval. Sherri Laffoon seconded. Motion carried without further discussion.
3. **Old Business**
 - **Survivor Day IX: Saturday, April 21, 2018** | Contact Kathy Robins if you would like to host. Ms. Brandt brought up the idea of updating the curriculum but the group was willing to leave it as is for now. They *would* like to continue to provide the NWS WebEx, added for this year's event. Though there was a lot of great feedback on the live weather presentation, the Chair reported that the City of Richmond would prefer to do this element as a pre-recorded segment. The group would like to pursue this idea since it would allow each host locality to insert the presentation into their schedule where it suits them. We would still allow for questions to be submitted via email.
 - **Regional CERT Meeting | 6/19/17 1 pm** | Sherri Laffoon reported that this group met just prior to this meeting and discussed their regional exercise/training scheduled for November 4 (this project has been rescheduled to December 2 since this meeting.)
 - **FY17 SHSP Projects** | Two projects were submitted on behalf of this committee.
 - **Whole Community Outreach & Education marketing and supplies | \$80,000 | Fiscal Agent: RRPDC**

- **Regional CERT Training & Exercise | \$10,000 | Fiscal Agent: RRPDC** Hoping to include some training we could not provide before because of the expense, including Search and Rescue.
- **FY16 SHSP | \$80,000 | FA: Chesterfield | Deadline: March 31, 2018** | Ms. Laffoon reported that we have ordered and received File of Life magnets and refrigerator thermometers. She will be ordering flashlights and can openers this week. She reported that we have not yet gotten started on marketing campaign and so have not expended any funds from this budget item. The following people volunteered as a working group for this piece of the FY16 project: Anthony McLean, Beverley Brandt, Sherri Laffoon, and Robert Foresman. Will work on the RFP to get this going.

Discussion of purchasing kits. We have approximately 850 now. We need to purchase only enough this year to have 1,000 on hand. Should probably purchase 200 to be safe. All old kits need to be distributed at the 2018 event.
- **Pillowcase Project | Chesterfield** | Ms. Laffoon reported that she was able to get Red Cross to waive their limit to allow Chesterfield to do their Pillowcase Project for all 5,000 County 3rd graders. These are separate from the Virginia allotment of 2,000. On September 6, Debbie Blankenship will be training 18 Chesterfield school safety officers for the project. It will take 2 months to deliver the training to the County's 38 elementary schools. This project meets 3rd grade SOL for decision making. Ms. Blankenship reported that she can do this training for any locality that wishes to host a Pillowcase Project. Prince George plans to do this project every year for their 4th graders (5 schools, 400-500 students). She recommends the 40-minute training for the kids rather than the 60-minute version. Red Cross/Disney provides everything: training materials, pillowcases, markers, workbooks, etc. Ms. Laffoon reported that Chesterfield County does a preparedness brochure that is distributed to all 3rd graders, in addition to others. This program should support and add emphasis to their brochure and general preparedness message.
- **Distribution of promotional items.** Ms. Robins reported that Hanover inadvertently picked up a box of 500 File of Life Magnets, forgetting that it is the policy of this committee to allow no more than 100 of any promotional item to any locality for a single event. For this item, we will leave them in Hanover but make 400 of them available to any locality that might need them. The policy for more expensive items is to divide evenly among all localities and require a list of locations of where they were distributed as well as affixing a sticker stating that the item was provided through DHS funding.

4. New Business

- **Strategic Planning**
 - **Business Continuity.** The group discussed the challenges of reaching this community and generating interest in preparedness training. Talked about providing FEMA brochures, developing a Business Preparedness Guide like our Citizens Preparedness Guide. Need to identify our audience. Talk to local businesses that have weathered a disaster and do case studies. Work with Chesterfield Fire to develop a video with businesses that have had fires or other disasters. Danielle Progen added that this ought to include planning for re-entry as they are doing in Hampton Roads. Ms. Laffoon proposed we offer our assistance with tabletop exercises at medium/larger businesses in the region. Chesterfield just did a TTX with Amazon. Lori Dachille

reported on the TTX last week in Petersburg with Boars Head it brought up the issue of local and state licensing and permitting requirements and the time it can take to secure these. This contingency should be part of business continuity planning. The Chair reported that Vic Buisset will be at next month's meeting and can talk about what he has learned focusing on this in the City. The group agreed that there is a real need for this and we will focus on business continuity going forward. Could use some of our marketing/outreach funding to pursue. Lori reminded all that VDEM Training is hosting a Public-Private Partnership Workshop September 12 - 13. Look for it on the VDEM training website. There is also the Resilient Virginia Workshop coming up August 1 – 2 at the Convention Center in Richmond.

5. Open discussion, comments, and announcements.

- 6. Next meeting.** The meeting was adjourned at 3:03 pm. The next meeting will be Monday, August 21, 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