

CENTRAL VIRGINIA EMERGENCY MANAGEMENT ALLIANCE

Public Outreach Committee



Monday, July 17, 2017 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

Beverley Brandt, Colonial Heights, Vice Chair

Paul Hundley, Richmond OEM

Bob Thompson, Henrico

Paul Nelson, Hanover CERT

Debbie Blankenship, Prince George CERT

Jada Smith, RRPDC

Donald Hunter, Prince George

Robert Foresman, Henrico

Jonathan Kiser, Chesterfield HD

Vic Buisset, Richmond

Kate McHugh, Richmond City HD

Jae Cobb, Red Cross

1. **Welcome and introductions.** The Vice-Chair called the meeting to order at 2:01 pm and invited everyone to introduce themselves.
2. **Approval of June 19, 2017 Meeting Minutes.** Donald Hunter moved approval. Robert Foresman 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. The following localities have committed to hosting so far:

Chesterfield	Powhatan
Colonial Heights	Prince George
Essex	Richmond
Goochland	

Will be providing NWS webinar recorded and not live this time. Donald Hunter will make arrangements with Bill Sammler to make this happen.
 - **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 soon. Can openers will be delivered in September. The Vice Chair reminded all that a large portion of these funds will be dedicated to marketing and outreach,

the remainder will go to items to distribute at Survivor Day and other outreach events across the region.

- **Regional CERT Meeting | 6/19/17 1 pm** | Sherri Laffoon reported that this group met just prior to this meeting and discussed their training calendar and plans for the regional exercise scheduled for November 4 (this project has been rescheduled to December 2 since this meeting.) Sending out a survey to determine level of interest across the CVEMA region in Train the Trainer and Program Manager training. Still working on Training Calendar including training that needs to happen prior to the regional exercise in December (link to this site is in Regional CERT Meetings in CVEMA calendar). Focus of this exercise is medical.
- **PrepareAthon at the Science Museum of Virginia | August 26, 2017 | 11 am to 4 pm**
Need 5 speakers to give 30 minute talks on the hour. Have 2 volunteers so far, need 3 more. Ms. Robins will resend the original email soliciting volunteers for speakers.

4. New Business

- **Business Continuity.** The Vice Chair reported that she and the Chair and Ms. Laffoon have discussed developing videos to help small businesses to help them better prepare for disasters. Multiple restaurants in the City of Richmond have recently been hit by kitchen fires that have shut them down. A City Walgreens store was also shut down by a fire. Vic Buisset reported that the Tobacco Company fire elicited a response from the restaurant community with 20 businesses offering shifts to Tobacco Company employees to help them during the recovery. Halligan Bar was lead on this and offered to help this committee with the videos we are creating. He is a member of the West Broad Street Merchants' Association and the Shockoe Bottom Association. He offered to arrange for us to bring our business continuity presentation to a meeting of these associations. Working on presentation with help from Carl Knoblock of the SBA. A Working Group, the Business Continuity Working Group (BCWG) of this committee will take lead on this project:
 - Beverley Brandt, Colonial Heights OEM
 - Robert Foresman, Henrico OEM
 - Sherri Laffoon, Chesterfield OEM
 - Vic Buisset, Richmond OEM
 - Robby Dawson, Chesterfield Fire
 - Carl Knoblock, SBA

The Vice Chair will schedule a meeting of this BCWG to move this project forward. Also, Ms. Laffoon will request participation from staff from Fire Marshall's office. This working group will report back at the next meeting of the full Public Outreach Committee meeting.

5. Open discussion, comments, and announcements.

- **Robert Foresman/Henrico** mentioned a recent [article](#) written by Craig Fugate, former head of FEMA, that emphasizes empowerment of citizens and businesses in preparation for and response to disasters.
- **Jae Cobb/Red Cross.** Jae introduced herself, Volunteer Services Specialist with the Red Cross. She reported on their event coming up. They will be canvassing neighborhoods and distributing fire prevention information and 2 weeks later on October 7 they will install 700 smoke alarms in the Capital Region. They will need 400 volunteers for the event. They will

provide training and each volunteer will be accompanied by a Red Cross volunteer. She encouraged all present to recruit as many as possible for this event.

- **Jonathan Kiser/Chesterfield HD.** Announced that their MRC now has a Facebook page and encouraged everyone to go and like it. He also announced the flu season starts soon. Local health districts will be doing vaccine clinics and some will be using these as exercises. Please reach out to them to partner on these.
 - **Beverley Brandt/Colonial Heights.** Altise had shared volunteer recruitment information with her including a website with a lot of resources: volunteermatch.org . Beverley reported that Colonial Heights continues to work on updating their EOP. Also working on CMS Rule requirements.
 - **Kathy Robins/RRPDC.** Reported that as of Friday, July 14, 2017, FEMA has approved our Hazard Mitigation Plan. Next steps will be adoption process. Jackie Stewart is working on Jurisdictional Summaries and will be sending out an email about supporting this effort. She also reported that she will be welcoming a Wilder Fellow from VCU who will be supporting the EM program at the RRPDC. She introduced Jada Smith, who is a Masters candidate from VCU's School of Homeland Security and Emergency Management.
6. 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