

CENTRAL VIRGINIA EMERGENCY MANAGEMENT ALLIANCE

Public Outreach Committee



Monday, September 18, 2017 2 pm

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

Minutes

In attendance:

Beverley Brandt, Colonial Heights, Vice Chair	Paul Hundley, Richmond OEM
Bob Thompson, Henrico	Jada Smith, RRPDC
Chuck Gates, RRPDC	Robert Foresman, Henrico
Donald Hunter, Prince George	Sherri Laffoon, Chesterfield
Katherine Robins, RRPDC	TaMisha Bascombe, Richmond City HD
Lori Dachille, VDEM	Debbie Watson, Red Cross
Nick Sheffield, Dinwiddie	

- Welcome and introductions.** The Vice Chair called the meeting to order at 1:55 pm, welcomed everyone, and invited introductions.
- Approval of July 17, 2017 Meeting Minutes.** Donald Hunter moved approval. Sherri Laffoon and Robert Foresman seconded. Motion carried without further discussion.
- Old Business**
 - Survivor Day IX: Saturday, April 21, 2018** | Contact Kathy Robins if you would like to host. Ms. Brandt brought up the need to purchase more kits for this event and invited a motion to allocate funds for this purchase. Bob Thompson moved we allocate \$8,000 to purchase additional Survivor Day kits to be delivered to the Chesterfield storage site, leaving out batteries because of their propensity to corrode in storage, to accommodate this need. Ms. Robins reported the following localities have committed to hosting: Chesterfield, Essex, Goochland, Henrico, Powhatan, Prince George, and Richmond. She will send another request for hosts and likely have the website updated with the full list after the first of the year.
 - Regional CERT Meeting | 9/18/17 1 pm** | Sherri Laffoon reported that this group met just prior to this meeting and discussed their Code of Conduct for their CERT. She proposed a regional version of this document for consistency across the region. Regional exercise/training scheduled for December 2. Anyone who wishes to help with this exercise, please contact Sherri or Beverley. We are also working on a regional definition of Level 2

CERT. Bob Thompson agreed to share Henrico's Level 2 CERT definition to assist with this process.

- **FY16 SHSP | \$80,000 | FA: Chesterfield | Deadline: March 31, 2018** | The Vice Chair called the group's attention to the current budget for this project, a copy of which was provided. She briefed the group on the Business Continuity Videos project wherein we will create 5 five-minute videos with interviews of businesses that have experienced disasters. These will be shared on You Tube as well as through business organizations and other outreach events. Nick Sheffield reported that these would be useful for fire inspections, etc. Deadline is December 1, 2017. Filming will be in October. Vice Chair invited a motion to allocate \$7,750 for videography by Captured by One. Nick Sheffield so moved and Robert Foresman seconded.

Sherri Laffoon reported that she will be bringing samples of promotional items from Boost Promotions to our next meeting for consideration for future giveaway items. Flashlights have been ordered and should be delivered to the RRPDC this week.

We have exhausted our supply of Preparedness Guides and before printing more, Ms. Robins proposed that we update the content of the guide. The Vice Chair invited a motion to update and print more Guides, including allocating \$2,000 from the FY16 SHSP grant for design component of this update. (\$4,800 has already been allocated for printing of more Guides.)

Donald Hunter so moved. Robert Foresman and Beverley Brandt seconded. The group reviewed some proposed changes. Lori Dachille reported that VDEM has de-activated the Ready Virginia app so this would need to be removed. She added that all of the VDEM information needs review/revision. Ms. Laffoon proposed that we also add information for the public on volunteers/donations after a disaster, especially the importance of donating money instead of stuff. Include information about Central Virginia Disaster Fund partnership with TCF if we have this agreement in place. The group also asked to add NWS and/or Sky Warn information. They elected NOT to include active shooter information because this information is in transition/flux. Please send changes or comments to Ms. Robins.

RRPDC will make updates and send draft to Public Outreach Committee so that they can be discussed and approved.

- **Meeting Time Change.** Because of an ongoing scheduling conflict with the Chair, the Vice Chair proposed we move the Regional CERT Meetings to 9:30 and Public Outreach Committee meetings to 10:30 – noon. The group agreed to the change.

4. **New Business**

- In response to recent disasters it has become obvious that public awareness needs to be raised with regard to how to help after a disaster: what to send, what not to send, how to avoid scams, etc. Ms. Laffoon proposed that we develop and one page informational document to educate the public. Ms. Smith volunteered to draft for review. Will use Amanda Reidelbach and National VOAD information for this.

5. **Open discussion, comments, and announcements.**

- **Paul Hundley/City of Richmond:** The City is now using Code Red for citizen notification. They are holding their first Preparedness Day this Saturday from 11 am to 2 pm at Fountain Lake in Byrd Park. Feedmore is allowing them to share the event on their billboard on I 64 for

marketing. Also sharing through social media and word of mouth. Their experience with the PrepareAthon at the Science Museum was very good. Gave out 300 Guides. Prince George netted 3 new CERT students. Mr. Hundley expressed appreciation for the regional support for the rally this past weekend which went very smoothly largely because of the planning and coordinated efforts of the City and regional partners.

- **Sherri Laffoon/Chesterfield:** They have a CERT class starting tonight with 38 students. Over 50 signed up for the next class starting after the first of the year. Chesterfield will be looking for a new CERT Coordinator/Public Outreach Coordinator because she is the new Deputy Coordinator (applause) so if you know of anyone who might be interested please let them know. October 5 (from 9 to 1:30) they are doing their annual 'Prepare Because You Care' workshop (panel discussion and exercise) for facilities covered by the CMS rule (list came from Jonathan Kiser/Chesterfield HD). She invited anyone who wants to observe just let her know.
- **Nick Sheffield/Dinwiddie:** They just wrapped up the county fair on the 10th. Had an interactive tent set up with EM/Fire information (fire safety/prevention, teen distracted driving, poison control, CERT, prizes). Over 500 people came through. They have also been asked to provide the same on a smaller scale for several churches and the Ruritan. Big success.
- **Robert Foresman/Henrico:** In the middle of their fall CERT class which is going well. He informed the group that Bryan McRay's mom died last week and asked for their prayers for the family. They had CERT members at RIR for the race in the Public Safety area.
- **Debbie Watson/Red Cross:** Reporting on behalf of Meredith Snellings. Having received some calls about sheltering evacuees from Hurricane Irma, they set up a stand-by shelter at Ramsey Memorial Church on Hull Street. Ended up not needing it, but they were able to stand the shelter up in 5 hours and kept it open for 3 days.
- **TaMisha Bascombe/Richmond City Health District:** They will be holding their annual FLU EX on October 6 from 3 pm to 7 pm at Big Apple Supermarket on Jeff Davis Highway and at the Walmart on Sheila Lane. She announced that this will be her last meeting as she has taken a job at the CDC in Atlanta working on HIV/AIDS.
- **Lori Dachille/VDEM:** They are on 2nd round interviews for the regional planner position so she hopes the position will soon be staffed. She sent out the registration link for the Region 1 FAC TTX on November 8. Kevin Pannell sent out a reminder about the JIC C & O meeting. They are still looking for exercise support team members.
eGMS labs will be 9/25 in Colonial Heights and 9/29 at Libbie Mill Library. She does not know when SHSP grants will be announced.
- **Donald Hunter/Prince George:** CERT class started last Thursday with 21 students.
- **Beverley Brandt/Colonial Heights:** Reminder the CVEMA meeting is 9/21 at Eanes-Pittman. Colonial Heights EOP update draft is 85% done. She reminded all that addresses of repetitive loss properties should NOT appear in your plans. Flu Clinic/POD exercise on September 30 with 500 shots to administer.
- **Robert Foresman** reminded all that the Fall Forum is coming up October 18 and 19 in Short Pump.

- **TaMisha Bascombe** reported that there is an Opioid Summit planned for October 26, 2017 at Richmond Convention Center.

6. Next meeting. The meeting was adjourned at 3:03 pm. The next meeting will be Monday, October 16, 2017 at 10:30 am at the Richmond Regional Planning District Commission. Regional CERT meeting will be prior to that at 9:30 am.

Respectfully submitted,
Kathy Robins