

# CENTRAL VIRGINIA EMERGENCY MANAGEMENT ALLIANCE

## Public Outreach Committee

Monday, February 26, 2018 10:30 am

Richmond Regional Planning District Commission | 9211 Forest Hill Ave Suite 200 RVA 23235



### Agenda

**Anthony McLean, Richmond OEM**

Kathy Robins, Richmond OEM

**Beverley Brandt, Colonial Heights, Vice Chair**

Martha Shickle, RRPDC

Bob Thompson, Henrico

Nick Sheffield, Dinwiddie

Dallas Johnson, Charles City

Sherri Laffoon, Chesterfield

Jada Smith, RRPDC

Jessica Robison, Chesterfield

Kate McElheny, Richmond City HD

Vic Buisset, Richmond

Robert Rowley, Henrico PIO

1. **Welcome and Introductions.** The Chair called the meeting to order at 10:32 am, welcomed everyone, and invited introductions.
2. **Approval of the minutes from January 22, 2018 meeting.** The Vice-Chair moved approval. Jess Robison seconded. Motion carried without further discussion.
3. **Old Business**
  - **Business Continuity Project Status** | Brandt – The Vice-Chair reported that there is not enough sufficient grant funding to support this project. However, the Committee will be looking at private sector grants or the Community Foundation to assist in funding and completing the Business Continuity Project.
  - **FY16 SHSP Grant** | Brandt reported that there still \$11,022.93 left to spend before March 31st. \$2,000 will be allocated for registration assistance from 2-1-1, United Way. Jada Smith will contact Altise Street, 2-1-1 representative, for a quote. The Chair proposed purchasing LuminAID, which are solar lanterns that can also be charged with a USB. Quote attached.
4. **New Business**
  - **Preparedness Guide Revisions & Printing** - Jada Smith reported that the revisions of the Emergency Preparedness Guide are complete. RRPDC received a quote from Allegra Printing for the purchase of 5,000 guides priced at \$4,920.00. RRPDC has sent out the printing

request to Allegra and should receive shipping the second week of March. The Committee thanked both Chuck Gates and Jada Smith on their work in completing the Guides.

- **FY17 SHSP Grants** – Jada Smith reported that the Public Outreach Committee received \$80,000.00 grant funding for Whole Community Preparedness and \$10,000.00 for Regional CERT. Ms. Smith stated that the RRPDC holds the fiduciary responsibility for all five FY17 SHSP Grants. The budget for FY17 Whole Community grant entails: \$48,000 towards purchasing SD kits and \$32,000 for the rebranding and marketing of the 10<sup>th</sup> edition of Survivor Day.
  - **Survivor Day Media Campaign 2018**
    - **SD 2018 Flyer** – Jada Smith completed SD Flyers for 2018, the Committee like the designs presented. Yet, the SD flyers will be used for the rebranding of Survivor Day.
    - **NWS Presentation** - NWS information has been developed into a recorded session that can be played at the point in time that the hosting locality would like to play it, or Bill Sammler is willing to do a WebEx (live)for the session. Bev Brandt will be sending out a survey to see which localities would like the recorded session and who would like a live presentation.
  - **CreateAthon@VCU** – Jada Smith reported that the CreateAthon@VCU will be completing marketing and design tools for CVEMA in the second week of March. The marketing tool will be presented at the March Public Outreach Committee meeting.
  - **CERT Regional Train-the-Trainer & Program Manager Course Update** – Both classes are moved to the 1<sup>st</sup> week of June.
  - **2018-2023 Continuous Improvement Strategy & THIRA** – The Chair asked the Committee members to look at both the 2018-2023 CIP and THIRA and specifically evaluate content related to Public Outreach. The Chair stated in any feedback or comments on the CIP or THIRA should be sent to Jada Smith.
5. Next meeting: **Monday, March 19, 2018** at 10:30 am at the Richmond Regional Planning District Commission.
6. Adjourn.



Custom Base Print (3"x1.5")



Front

Base

	120	250	500	1000	5000
<b>PackLite Spectra Color-Changing Solar Lantern</b>					
With 1-Color Print	\$14.24	\$12.77	\$11.59	\$10.13	\$8.93
With 2-Color Print	\$15.24	\$13.77	\$12.59	\$10.63	\$9.03
With 3-Color Print	n/a	n/a	\$13.59	\$14.63	\$10.03
With 4-Color Print	n/a	n/a	\$14.59	\$15.63	\$11.03
<b>PackLite Nova USB Solar Lantern</b>					
With 1-Color Print	\$14.55	\$13.05	\$11.84	\$10.13	\$8.93
With 2-Color Print	\$15.55	\$14.05	\$12.84	\$10.63	\$9.03
With 3-Color Print	n/a	n/a	\$13.84	\$11.63	\$10.03
With 4-Color Print	n/a	n/a	\$14.84	\$12.63	\$11.03
<b>PackLite Max 2-in-1 Phone Charger Lantern</b>					
With 1-Color Print	\$27.55	\$24.38	\$22.64	\$19.72	\$18.14
With 2-Color Print	\$28.55	\$25.38	\$23.64	\$20.22	\$19.24
With 3-Color Print	n/a	n/a	\$24.64	\$21.22	\$20.24
With 4-Color Print	n/a	n/a	\$25.64	\$22.22	\$21.24

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Print area is 3"x1.5" for standard rates/lead times. Other print areas available for non-rush orders of 1000+ pieces.