

CENTRAL VIRGINIA EMERGENCY MANAGEMENT ALLIANCE

Public Outreach Committee

Monday, March 19th, 2018 10:30 am

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



Agenda

Anthony McLean, Richmond OEM

Jada Smith, RRPDC

Beverley Brandt, Colonial Heights, Vice Chair

Katie Moody, RRPDC

Kate McElheny, Richmond City HD

Nick Sheffield, Dinwiddie

Donald Hunter, Prince George

Sherri Laffoon, Chesterfield

Jada Smith, RRPDC

Jessica Robison, Chesterfield

Kate McHugh, Richmond HD

Doug Gagnon, VDEM

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 February 26th, 2018 meeting.** The Vice-Chair moved approval. Jess Robison seconded. Motion carried without further discussion.
3. **Old Business**
 - **Preparedness Guide Revisions & Printing** – Jada Smith reported that the PDC has received the new guides from Allegra Printing. The boxes of guides (5,000 total) will be housed at the PDC, and available for whoever needs to pick them up. There are a few changes from the old guides. There are also plenty of Spanish guide books and CDs available.
 - **FY16 SHSP Grant** – The Chair reported that there is \$9,022.93 remaining that will need to be encumbered by March 31st. Sherri Laffoon is currently working on a quote from LuminAID. The company will need a revised CVEMA logo to fit on the products, because the triangle shape is problematic. Jada Smith noted that she would work on revising the logo to send to the committee. Sherri noted that we will be ordering approximately 600-650.

4. New Business

- **Survivor Day 2018**
 - **NWS Presentation** – The Vice Chair reported that Food and Water Safety has been switched out for the weather portion done by Bill Sammler, NWS last year. Since there were some technical issues with the live presentation last year, Bill has recorded the presentation, which could be used in Survivor Day for this year. The committee collectively agreed that using the pre-recorded presentation would be the best option. Jada will send Beverly a list of Survivor Day locality contacts, and she would pass the list along to Bill, who would forward the recordings.
 - **10th Anniversary in 2019** – The Vice Chair proposed the idea of re-doing the curriculum for the 10th anniversary of Survivor Day in 2019, or adding and removing certain portions. The Chair agreed that the committee should re-look at the curriculum and revise some portions to be more relevant. Sherri suggested that the revision progress begin in June, once feedback is received from this year's Survivor Day event. The Vice Chair stated that she would make a note for the committee to revisit this during the June meeting.
 - **Rebranding for 2019** – The Chair also suggested the revision of the Survivor Day branding for 2019. Katie Moody suggested using the VCU CreateAthon materials or utilizing VCU marketing interns to manage the website and social media, next year. Both Katie and Jada agreed that some of the re-branding and marketing could be done 'in-house,' with the external advertising (such as through radio, newspapers, etc) could still be done with outside company, if needed. Doing this would probably save quite a bit of money, in the future. Sherri also recommended that this be brought up in the June meeting, especially if the committee will be applying for more grant funding for the event for the following year.
 - **Backpacks** – The Chair noted that the Survivor Day backpacks are currently being stored in Hanover County. He was interested in removing them from the Hanover storage location, and possibly finding another location. The Chair would let Jada know how many backpacks are currently in storage in Hanover. Sherri noted the Curt Nellis would be taking a trailer to Hanover to pick up the backpacks and take them back to Chesterfield. Jada will send out a date to everyone to come to Chesterfield, and advise everyone to pick up the backpacks that they need for their event. Curt will probably need assistance loading up the backpacks.
- **CreateAthon@VCU** – Katie Moody and Jada Smith presented the CreateAthon presentation and materials to the committee. Katie and Martha Shickle previously attended the CreateAthon 'unveiling' at VCU a couple weeks prior. CreateAthon students had rebranded/renamed the event, tagline, logo, website, and outreach strategy, suggesting the

name change of “Get Prepared! Virginia,” and a logo redesign. The committee discussed their thoughts and ideas on the rebranding and name change. The Chair had compiled some notes and his revisions for Katie and Jada to take to the follow-up meeting. The materials would be sent out to the rest of the committee to review and provide feedback. Katie and Jada will be planning to attend the CreateAThon follow-up meeting on Tuesday, March 27th, at VCU. Any revisions or feedback should be sent to them prior to the meeting.

- **CERT Meeting Continuation** – Nick Sheffield reported that the CERT Committee met at the Enon Training Center in Chesterfield last Friday. The Committee did a tour of the facility and came up with ideas for exercise areas for a regional CERT exercise in the fall. Beverly noted that she would send out a list of CERT instructors that everyone could add to and/or fill in. Committee members are currently working on developing exercise ideas for three different areas.
5. Next meeting: **Monday, April 16th, 2018** at 10:30 am at the Richmond Regional Planning District Commission.
 6. Adjourn.