

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

Kathy Robins, Richmond OEM

Maria Biava, American Red Cross

Beverley Brandt, Colonial Heights, Vice Chair

Katie Moody, RRPDC

Kate McElheny, Richmond HD

Dallas Johnson, Charles City

Donald Hunter, Prince George

Sherri Laffoon, Chesterfield

Robert Foresman, Henrico

Jessica Robison, Chesterfield

Kate McHugh, Richmond HD

Altise Street, 211

1. **Welcome and Introductions.** Sherri Laffoon called the meeting to order at 10:32 am, welcomed everyone, and invited introductions.
2. **Approval of the minutes from March 19th, 2018 meeting.** Donald Hunter moved approval. Jess Robison seconded. Motion carried without further discussion.
3. **Old Business**
 - **FY16 SHSP Grant** – Sherri reported that there is \$5.53 left in this grant, so all grant funds have been expended. She submitted the quarterly report, but not the final report as the LuminAid invoice is still to be paid. The company contacted Sherri and was still having issues fitting CVEMA logo on the products. They revised the logo and were able to fit it on the ones to be printed. Sherri notes that they probably will not be delivered by Survivor Day, but in the next few weeks.
4. **New Business**
 - **Survivor Day 2018**
 - **NWS Presentation** – Everyone has agreed to use the recorded version for this year's presentation. Katie Moody can send the NWS presentation link by Drop Box or on a flash drive.
 - **Backpack Distribution** – Most everyone has received their backpacks. There were not as many in Hanover as originally anticipated, so an emergency order has been placed

with the FY17 grant. The backpacks should be delivered by Friday to the Chesterfield Logistics location. Corey and Robert will be picking up what is available in Chesterfield. When Curt originally went to pick up backpacks in Hanover, there were about half of what was originally anticipated in storage – however, we are unsure of where they are at the moment.

- **Survey Monkey Evaluation**– Katie noted that the PDC has a Survey Monkey license. Jada had already started creating a survey that could be sent out after the event. There is also a paper survey that will be handed out at the event to the participants. The committee agreed that we should keep the same survey questions this year since most localities already have them printed. Some people at the event may also prefer to do the paper survey if they don't check their email. We can work on a new evaluation next year when we rebrand.
- **CreateAthon@VCU** – Katie Moody presented the CreateAthon “revisions” to the committee. Katie and Jada attended the CreateAthon follow-up meeting and delivered notes and feedback. The VCU group had revised some parts of the logo based on the committee’s previous feedback. The candle in the logo was changed to a radio. The Chair had asked for some of the other shapes to be changed to ones that were not as ambiguous. Katie noted that the purpose of the project is not to continue to do back-and-forth changes, so we are unable to ask CreateAthon to change anything else, but there is a possibility we could continue some changes on the deliverables on our own, if needed. The project, however, is still a good start to 2019 planning.
- **2017 SHSP Grant Purchasing** – Katie Moody noted we had the budget approved through VDEM, and purchased the 294 additional backpacks – approx. \$9,900. There was approx. \$40,000 budgeted this year for backpacks, and we have spent about a quarter so far. Kathy Robins suggested that it may be a good idea for us to relook at the budget for next year, for Survivor Day and advertising.
- **Further discussion on Survivor Day** – Katie Moody noted that we have nearly 1,300 people registered. Many locations filled up very quickly this year, and we still have people calling to get in to the closed locations. Sherri noted that usually not everyone shows up, and there are typically seats still available for those who show up and have not registered. Altise commented that, typically when people call in about Survivor Day, she instructs them to sign up for “Possible Future Event.”
- **FY18 SHSP Grant Proposal/Development** – In the past, the committee has gotten together and brainstormed ideas on what we can apply for. Last year we received about \$80,000. The committee agreed that we wanted to apply for a similar/same amount next year. Grant proposal would most likely be similar, but should incorporate the rebranding – it may require additional funding. Sherri agreed, but we possibly needed to lower the amount.

Katie noted that she and Jada could probably do a lot of the marketing by themselves, potentially with a VCU intern. The description in the new grant proposal could include information on the rebranding and total number of SD registrations and those who attended the training – FEMA would most likely require documentation or copy of registration that participants attended all of the sessions and then received the bag. Everyone in the committee agreed that having a “year around” marketing campaign for public outreach and preparedness activities. Sherri suggested that we should be rethinking what “stuff” we buy with the grant funds, and use these funds instead for more education/training and events. The committee also discussed potentially getting funding for Stop the Bleed for schools and public places.

- **Regional CERT Grant - \$10,000** – Deadline is March 2019. Some of the money is earmarked for the regional exercise, and \$4,000 is committed to Train-the-Trainer and Program Manager. The rest of the money should be used to purchase supplies and equipment for the regional exercise. Sherri noted that we need to reach out to all people who have the regional items and double check that they still work properly. We also need to work on looking for the “missing backpacks” that seem to have been removed from Hanover. For next year’s CERT grant, we should determine if we want to apply again.

5. Roundtable/Open Discussion

Kathy Robins (Richmond OEM) – National high school walkout on Friday.

Maria Biava (Red Cross) – Sound the Alarm event coming up on May 5.

Donald Hunter (Prince George) – PG has its toddler fair coming up.

Jess Robison (Chesterfield) - Chesterfield Public Safety Day is on May 19th. Meeting with non-profits and social services to target emergency preparedness with vulnerable populations.

Katie Moody (RRPDC) – The T&E Committee is meeting at the Richmond Police Academy tomorrow morning, and doing the MILO simulator. The CVEMA regional meeting is on Thursday in Louisa. Conference call this afternoon with Ben and Stacie Neal on the UASI Data Call/Response.

6. Next meeting: **Monday, April 16th, 2018** at 10:30 am at the Richmond Regional Planning District Commission.

7. Adjourn.