

CENTRAL VIRGINIA EMERGENCY MANAGEMENT ALLIANCE

Public Outreach Committee

Monday, May 21st, 2018 10:30 am

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



Minutes

Kathy Robins, Richmond OEM

Darshan Parikh, VDEM

Beverley Brandt, Colonial Heights, Vice Chair

Katie Moody, RRPDC

Anthony McLean, Richmond, Chair

Dallas Johnson, Charles City

Donald Hunter, Prince George

Jada Smith, PDC

Robert Foresman, Henrico

Jessica Robison, Chesterfield

Mike Magner, Richmond HD

Nick Sheffield, Dinwiddie

Lorie Dachille, VDEM

Katie Hale, New Kent

1. **Welcome and Introductions.** Sherri Laffoon called the meeting to order at 10:30 am, welcomed everyone, and invited introductions.
2. **Approval of the minutes from April 16th, 2018 meeting.** Donald Hunter moved approval. Robert seconded. Motion carried without further discussion.
3. **Old Business**
 - **Survivor Day Recap from Tactics Branding** – Glenn Pfluger and Stan Sweeney from Tactics Branding attended the meeting to get a recap of Survivor Day advertising.
 - Reviewed the 5 primary methods used for advertising:
 - Newspaper – We find that the local suburban/local newspapers are very effective – people still use them. Try to work deals with buying ads to get one free, etc. Negotiate press releases and articles. This year, we were in 9 different newspapers, 19 ads, 7 different editorials. Challenge with having the event in the springtime are all the events in the Richmond Metro area.
 - Radio – On 12 different stations. We try to pick stations that are demographically diverse. Aired a total of 388 spots. Able to acquire a couple of interviews, try to get the DJs to give shout outs that they don't charge for.
 - Cable TV – Started doing this two years ago. We could get 956 spots – half are not paid for, because we negotiated deals. FOX Business, OWN, Weather Channel ticker (able to get three free weeks on the ticker)
 - Digital billboards – Had in the budget this year. Some down in Southside near Petersburg, but the majority are in Henrico going from Short Pump to

the airport, Broad Street, etc. Seven rotating slots that are available – 6 are available to the public.

- Social Media – 14,000 people when they were searching for things – saw a 10 second ad for Survivor Day. We create Eventbrite events or “mini websites.” Eventbrite “flows” into Facebook and twitter. Also advertised and posted on Virginia.org, Richmond.com – create 11 different pages or sites for each location. Also posted on google+.
- Some localities were behind in advertising, so created posters this year for the first time. Targeted some more rural localities that were behind in registration and hand-delivered or posted up in person.
- Looking at Survivor Day stats for this year – issue of people registering but not actually showing up to the event? Do we want to increase the seat count on the maximum of each event, or “over book,” in order to get a higher attendance? Jess Robison also suggested pushing the registration opening of the event closer to the event date – people sign up further out, but then realized they have scheduled something else.
- Do we also want to look at having the event at a different month or time during the year? Spring is a difficult time period due to all the regional events and activities going on. We could do a survey of all activities going on during each month, and brainstorm what month that might be more ideal.
- Do we want to explore adding more to the curriculum next year? Such as expanding on the active shooter, etc. Beverly noted that we planned to revamp the curriculum next year for the 10th anniversary.
- Jess also suggested maybe sending out an email to people who didn’t attend to find out why they didn’t attend
- Tactics suggested that the website needed to be updated. Maybe use some video clips for the website.
- **Other SD Feedback**
 - Katie Moody reminded everyone that Curt will be traveling around the region later in May to pick up everyone’s remaining backpacks. Jess noted that May 23rd would work the best. She suggested that everyone should inventory their kits before he picks them up, so that way they will be accounted for, before that are moved to the Chesterfield warehouse.
 - Katie also suggested that there be one form for registrations next year because everyone seemed to use a different form.
 - On day of the event – have online registration set up to be able to enter people in manually on the website?

4. New Business

- **FY17 SHSP Public Outreach Grant**
 - **BullEx Quote** – Quote was presented to the committee to vote on. Corey Beasley had requested for the Public Outreach Committee to pay for the replacement parts for the fire extinguisher simulator. Beverly moved to approve the quote, Donald seconded. All were in favor.

- **Future purchases?** – We have enough funding left to buy another 900 backpacks. We may not need to buy that many next year.
- **FY18 Public Outreach Grant** – Katie Moody presented the budget for the FY18 grant proposal. We could spend approximately \$10,000 on rebranding for SD next year, and \$25,000 for monthly marketing or a year-long advertising campaign. We are currently in the process of rebranding the PDC's website with West Cary Group, so we could coincide or potentially save money. The other \$45,000 would be used for equipment and promotional items including more SD backpacks. Beverly noted if this would be enough for advertising, and Anthony also agreed that potentially we could move money from the supplies to the advertising. We also want to make the budget broad enough to be able to move the money around, if we needed more backpacks, for instance, but still specific enough.
- Beverly Brandt proposed creating a sub-committee for rebranding Survivor Day, as well as other community outreach initiatives. Katie noted that Martha will be attending the June meeting to give everyone an update or assist or begin discussions on a rebranding strategy for public outreach that aligns with the PDC's current efforts.

5. Roundtable/Open Discussion

Katie Moody (RRPDC)– At the next Mass Care meeting, we will be having John Richardson-Lauve from Childsavers coming in to do a presentation on Trauma-Informed Care.

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

Jess Robison (Chesterfield) – Major goal this year in Public Outreach is to reach more vulnerable populations. Will be working with MIH department in Chesterfield on this project. Will also be meeting with Spanish liaison to offer more Spanish outreach possibilities.

Nick Sheffield (Dinwiddie) – Currently moving into the new public safety building.

Lori Dachille (VDEM) – Grant deadline is May 25th. Also, if you would like to sign up to be a peer reviewer, the link is online. We are also looking for SME's.

Anthony McLean (Richmond) – The James River is starting to recede.

Jada Smith (RRPDC) – Will be working at the PDC through the summer.

6. Next meeting: **Monday, June 18th, 2018** at 10:30 am at the Richmond Regional Planning District Commission.

7. Adjourn.

