

# CENTRAL VIRGINIA EMERGENCY MANAGEMENT ALLIANCE

## Public Outreach Committee

Monday, June 18<sup>th</sup>, 2018 10:30 am

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



### Agenda

Kathy Robins, Richmond OEM

Bob Thompson, Henrico

Martha Shickle, RRPDC

Katie Moody, RRPDC

Donald Hunter, Prince George

Libba McKinsey, RRPDC

Nick Sheffield, Dinwiddie

Jessica Robison, Chesterfield

Katie McElheny, Richmond HD

1. **Welcome and Introductions.** Kathy Robins called the meeting to order at 10:30 am, welcomed everyone, and invited introductions.
2. **Approval of the minutes from April 16th, 2018 meeting.** Kathy Robins moved approval. Donald Hunter seconded. Motion carried without further discussion.
3. **Old Business**
  - **Survivor Day Recap cont'd**
    - Kit inventory/pickup update – Jess Robison updated everyone on the Survivor Day backpack pickup that occurred at the end of May. Curt Nellis from Powhatan drove around the region and picked up the remaining backpacks from the localities and dropped them off at the Chesterfield Logistics warehouse. She noted that most people did not inventory their backpacks, so, at some point, we will need to count them in the boxes. Some of them may also be older than others or have expired items. Katie Moody offered to assist Jess whenever she was ready to count them one day. The “mystery” backpacks that had disappeared from the storage container in Hanover were also found, picked up, and brought to Chesterfield.
    - Donald Hunter volunteered to hold and inventory all backpacks “southeast” of the river, including Hopewell and Charles City
    - Katie noted that it is important that we keep track of the backpacks the entire year and ensure that none go missing – for the sake of grant stewardship, but also to

determine how many we will need to distribute for next year. We distributed approximately 500-600 backpacks to households at this year's SD.

#### 4. New Business

- **FY17 SHSP Public Outreach Grant (\$69,560.17 remaining)**
  - **Update on grant purchases** – Katie Moody reported that the fire extinguisher repair items were purchased last month and shipped to Corey Beasley in Hanover.
  - **Current inventory – purchase of more preparedness guides?** – Katie noted that Jada had taken inventory of the Preparedness Guides and we were running low – there were only a few boxes remaining. Kathy Robins presented a motion to approve another order of Citizen Preparedness guides to be ordered and shipped to the PDC. All were in favor. Katie said that she would work on placing the order next week.
    - The committee also noted that there were quite a few of the Spanish guidebooks and CDs that were left in inventory – many of them are outdated and need to be distributed. Kathy noted that it would be smart to partner with some of the area's multicultural offices to pass these along and distribute. There are quite a few Spanish cultural festivals and events in the region. The committee proposed the idea of holding the Spanish Survivor Day in the fall. We could choose a select few of the localities and hold the events. Richmond has previously hosted a Spanish SD.
- **FY18 Public Outreach Grant** – Katie Moody updated the committee of the FY18 grant. It was submitted along with the other CVEMA grants – we are requesting \$80,000 this year, same as last year. Most of next year's grant would presumably be used for marketing and rebranding of the new SD.
- **Whole Community Outreach/SD 2019 discussion** – Martha Shickle updated the committee on the work that the PDC is already doing with West Cary Group on website updates, rebranding and remarketing of the PDC's outreach strategy, etc. There is an opportunity here to consolidate work efforts and have cost savings to accompany. WCG, potentially, would be able to handle of the data procurement from the old SD website, from Tactics Branding, and upload it into a new website. The committee considered whether it would be smart to "start new" with the SD site, especially since there is question of the ownership of it and ownership of the data. Katherine Busser, at the PDC, is currently contracted to work on the PDC branding project. She could also assist the Public Outreach and Whole Community Preparedness Committee with brainstorming and suggestions for transition, as well as a timeline for changes to be implemented. Following next week's CVEMA meeting,

the Executive Committee will be having a follow up with Vanessa from the Community Foundation. This is also a good time to rebrand, as we are looking to begin outreach of our private foundation efforts.

- Beverly has created the “Whole Community Preparedness” sub committee to begin work on the new SD and outreach strategy. This committee will meet every other month beginning in July.

5. Roundtable/Open Discussion

**Katie Moody (RRPDC)**– All CVEMA grant proposals have been submitted.

**Donald Hunter (Prince George)** – In the process of looking for Pet CPR manikins for a CERT exercise that PG is hosting this summer. Donald asked the committee to approve a motion to purchase a set of dog and cat CPR manikins – the quote found online was for approximately \$599, and included a CD and 5 different manikins. The committee were all in favor and approved. Katie said she would order the manikins this week.

**Jess Robison (Chesterfield)** – Had the opportunity to work with the MIH Dept. in Chesterfield recently to reach vulnerable populations in the area. The event was a success. Will also be meeting with Spanish liaison to offer more Spanish outreach possibilities.

**Nick Sheffield (Dinwiddie)** – Still working on moving into the new public safety building.

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

7. Adjourn.