

CENTRAL VIRGINIA EMERGENCY MANAGEMENT ALLIANCE

Public Outreach Committee

Monday, October 15th, 2018 10:30 am

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



Minutes

Anthony McLean, Richmond OEM

Darshan Parikh, VDEM

Martha Shickle, RRPDC

Katie Moody, RRPDC

Beverly Brandt, Colonial Heights

Altise Street, 211

Nick Sheffield, Dinwiddie

Jess Robison, Chesterfield

1. Welcome and Introductions.
2. Approval of the minutes from September 17th, 2018 meeting. The minutes have not yet been completed and will be voted on at the next meeting in November.
3. **Old Business** – The group agreed that there was no old business.
4. **New Business**
 - **West Cary Group** – Marketing/Rebranding Proposal update
 - Kickoff meeting on September 24 – Nick reported that there was a CVEMA kickoff meeting with WCG back at the end of September. Beverly, Katherine Busser, and Katie Moody were also in that meeting. The WCG will need a list of items from the group.
 - Robert Foresman reported that Henrico will be having interns create social media materials to use during weather events, etc. Katie suggested that we could consolidate efforts on producing toolkits and media materials that could be used by the entire region, but also so that the messages are consistent.
 - Some of the ideas that we were looking at to have developed as part of our WCP marketing this year included – emergency finance, flooding recovery, winter weather, etc
 - Tactics Branding update – Katie reported that she is still waiting to set up a meeting with Glenn from Tactics. Anthony said that he would like to be in on that meeting or call.
 - **FY17 SHSP Grant (\$64,561.17 remaining)**

- Current inventory
 - SD Backpack Inventory (currently being held in Chesterfield logistics)
 - a. SD Backpacks OLD (brown boxes): 230
 - b. SD Backpacks NEWER (white boxes): 115
 - c. FirstAid Kits: 60
 - d. **Combined inventory (in Chesterfield): 498 backpacks & 365 first aid kits**
 - Katie reported that the PDC still has quite a few Spanish materials left. The idea is that we should try to unload all of our old materials soon before we begin purchasing new marketing items. Anthony said that he could probably take quite a few items out.
 - At some point, the Preparedness guide will need to be updated. WCG could probably even do this with us. Jess said she would like to see more information on documentation, recovery period, etc. Beverly suggested that possibly we could create a new booklet next year on recovery.
 - Katie reported that the PDC is almost out of all marketing giveaway items except for flashlights. We would need to order more items like File of Life magnets, LuminAids, thermometers, flashlights, etc. Everyone would be on the lookout for items or things they might like to order.
- **Spending plan for remaining grant funds w/ West Cary Group Proposal**
 - Katie and Beverly met recently to discuss the budget that is left in the FY17 grant. They concluded that the entire WCG proposal amount could be spent in this year's grant. We also have some money that will be leftover to buy some materials, if needed. Anthony asked if it would be necessary or needed to split the proposal amount into the two different grant years, or if we should go ahead and try to spend it all in this year's grant. The committee agreed that they would like to spend all the money if possible and complete the WCG proposal. Katie reported that she would not like to buy any new marketing materials until we have gotten the project kicked off and new logos, etc. We could always still buy a minimal number of guides, if needed, to get us through the year.
- **2019 Survivor Day**
 - The group agreed that the next Survivor Day is tentatively planned for April 6th. The WCG could assist with advertising and come up with a feasible and practical plan to use different advertising avenues and be cost effective.

5. Open discussion, comments, and announcements.

Altise – We need some more volunteers for Know Your Zone call training. She will send out some information to send out to the region.

Darshan – Doug and I will be going over storm overview at Thursday's CVEMA meeting.

Katie – Completed ICS 400 class last week. CVEMA meeting for Thursday will be at Dominion.