

CENTRAL VIRGINIA EMERGENCY MANAGEMENT ALLIANCE

Public Outreach Committee

Monday, December 17th, 2018 10:30 am

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



Minutes

Nick Sheffield, Dinwiddie	Kate Hale, New Kent
Beverly Brandt, Colonial Heights, Vice Chair	Katie Moody, RRPDC
Jess Robison, Chesterfield	Forrest Andrews, RRPDC
Donald Hunter, Prince George	Sherri Laffoon, Chesterfield
Robert Foresman, Henrico	Martin Short, SBA
Anthony McLean, Richmond Chair	Doug Gagnon, VDEM
Robin Hillman, Goochland	Altise Street, 211
Katherine Busser, RRPDC	Rachael Krance, West Cary Group
Rachel Harris-Evans, West Cary Group	

1. **Welcome and Introductions.** Beverly Brandt called the meeting to order at 10:35 am, welcomed everyone, and invited introductions.
2. **Approval of the minutes from November 19th, 2018 meeting.** Robert Foresman moved approval. Donald Hunter seconded. Motion carried without further discussion.
3. **New Business**
 - **West Cary Group Update**
 - The WCG reviewed updates to the CVEMA website and new “Survivor Day” website and logo.
 - Approach was looking at content that was already available in the Citizens Preparedness Guide, Ready.gov, and other EM organizations/websites. What have other organizations done for their localities?
 - Idea is to build a document repository and provide useful links and items for the public to access and use.
 - There will also be a private login like an “employee login” that will allow CVEMA members to access a secure area.
 - The WCG reviewed the new logo options for CVEMA and the website. The group agreed that the CVEMA voting members should be able to review the logos and provide feedback to the decision-making process. The next CVEMA meeting is this Thursday – Katie can send out the “options” to the EM’s/voting members, gather feedback, and pass back to Katherine and WCG. The group also discussed whether to

include “Central Virginia,” since there is another area in VA that considers itself Central VA. Kate Hale made the point that Central Virginia still widely refers to the Richmond area. Sherri also noted that when people watch the weather channel, they also refer to the Central VA area as the Richmond area. “CVEMA” is probably also an important distinguishing factor for our identity over “EMA,” which feels like a very global acronym. The group did not come to a consensus on what to refer to the “Alliance” as, in terms of new branding. Katie noted that perhaps what we call CVEMA and what is used in our logo is not the most important thing, namely because this is not the option we are marketing to the public.

- We also reviewed options for the “new” Survivor Day name and logo, as well as “Plan Safe” for the new 12-month calendar. The group agreed that possibly using a triangle as our “consistent” core symbol.
- The group would provide WCG with some feedback on the logo options by the end of the week.

4. Roundtable/Open Discussion - none

5. Next meeting: **Tuesday, January 15th, 2018** at 10:30 am at the Richmond Regional Planning District Commission. This meeting was moved due to MLK Day.

6. Adjourn.