

**RRPDC EXECUTIVE COMMITTEE
SPECIAL MEETING
Minutes of Meeting
November 1, 2018**

Members Present

Dorothy Jaeckle Chesterfield County
Tyrone Nelson, Vice Chair Henrico County
Cynthia Newbille, Chair City of Richmond
Larry Nordvig Powhatan County
Patricia Paige, Secretary New Kent County
George Spagna, Treasurer..... Town of Ashland

Others Present

Eric Gregory..... RRPDC Legal Counsel
Mike Gray City of Richmond/Public Outreach and Engagement Committee
Anne Marie Lauranzon Hanover County/Public Outreach and Engagement Committee
Blair Keeley West Cary Group
Dawn Werry..... West Cary Group

Staff Present

Martha Shickle Executive Director
Julie Fry Executive Assistant
Katherine Busser..... RRPDC Consultant
Forrest Andrews..... Intern

Call to Order

Chairwoman Newbille called the November 1, 2018, Special Meeting of the RRPDC Executive Committee to order at approximately 12:05 p.m. in the RRPDC Board Room. Chairwoman Newbille thanked members for their attendance and noted that this meeting was called for the sole purpose of discussing a recommendation from the RRPDC Public Outreach and Engagement Committee.

Quorum

Ms. Shickle, Executive Director, reported that a quorum of members was present.

1. RRPDC Branding

Chairwoman Newbille said she'd like for Ms. Shickle to provide some background information and then she'll ask Mr. Nordvig, as chair of the Public Outreach and Engagement Committee, to review the committee's recommendation.

Ms. Shickle thanked members for making time today to attend the meeting. She said Chairwoman Newbille will be unable to attend the regular meeting on November 8, and Chairwoman Newbille wanted to be able to move this topic forward so staff will know what the next steps will be relative to the website.

Ms. Shickle said one of the things staff has been working on is how to promote the agency through greater levels of approachability and transparency and to have a tool – the website – that will be more engaging to the public than the tool that is available at this time. The team at West Cary Group (WCG) has been working with staff to accomplish this goal.

Over the past few RRPDC meetings, discussions have been held regarding the agency's brand identity and the options available to employ a logo. Mr. Keeley, with WCG, will review a slide deck, which is available in the meeting packet. He will also review what has been completed over the last couple of months to incorporate feedback as received at the committee level and from Board members during previous meetings. The focus of these discussions was to ensure it's easier to understand who the RRPDC is and what it does, to ensure the website has good navigability and that the agency is setting a tone of approachability and accessibility for the public with regard to regional planning.

Ms. Shickle said she'll ask WCG to review the slides and then she'll ask Mr. Nordvig to summarize the work of the Public Outreach and Engagement Committee and the committee's recommendation for the Executive Committee's consideration and action.

Ms. Shickle noted that the meeting needs to conclude by 1:00 p.m. due to several other meeting commitments.

Mr. Keeley said he will review how the proposed brand itself will be put to use in a number of different ways, such as printed materials and digital representations. He said what will be presented are suggestions and not necessarily final designs.

On page 2 of the presentation, Mr. Keeley pointed out how the brand representation could appear on stationary/letterhead. He noted that a very clean design is being presented that includes the brand identity and agency contact information. WCG has added all of the locality names as well. He said this will be a common thread in all of the printed and digital representations presented today. A watermark was added just to show how the map can be included in letterhead form. Business cards could be two-sided to show contact information and the regional map. Mr. Keeley pointed out that the two-sided business cards and use of a watermark on letterhead can increase printing costs.

On page 3, there is an example of what a PowerPoint template might look like, including a cover page and content page. Imagery pertinent to the subject could be used. On each page, including the interior page, the agency identity is included at the bottom of the page. A list of localities could be added as necessary or desired.

Mr. Keeley noted on page 4, there is a representation of a one-page collateral – a one-sheeter – that can be used in a number of different ways. Some of the color palette, which will be discussed later, can be introduced as well.

The next page, page 5, shows a couple of examples of how maps may be used. These are in a vector format that allows any of the localities to be used as needed. Each locality has a specific color related to it. There is an example on page 6 of how the map can be used to pull out the specific locality information.

The color palette is represented on page 7. The row of colors on top is the current palette used when referencing the different program areas or localities. Mr. Keeley said the second set of colors shows how they can be more vibrant, powerful, and contemporary. The brand colors are shown on the left and will stay consistent throughout any media representation. Ms. Werry added that each color will correspond to a different priority/program area.

Mr. Keeley indicated that on pages 8-9, proposed website renderings will be reviewed. He said these are the shells to which color, imagery, and content can be applied. Mr. Keeley said at the top of each web page, the PlanRVA brand identity will be shown. There are two navigation bars at the top of the page. One is the global navigation bar that appears on each of the other programmatic websites – RRTPO, CVEMA, etc. Under the global navigation bar is the local navigation bar which will be associated with the specific website page being viewed.

Under the navigation bars is a marquee that can show images from each of the localities as well as those related to specific or current topics. Mr. Keeley noted the images will come from the localities and will be identified with a copyright mark of sorts on the right hand side. Content will fall out of this that can be changed as needed. Content can be linked to specific program areas. The baseline shows each of the localities and allows visitors to go directly to the locality website.

Page 10 is an example of how a locality-specific page could look. The regional map can be used, and each locality can be pulled out to show data related to that locality. Mr. Keeley said there will also be live links to each locality's website. Whenever a link is clicked, the new page will open in a new tab, leaving the PlanRVA tab on the browser.

The navigation bar, as shown on page 11, will offer a roll-over option so that when a cursor is placed on a program, information will be shown underneath, or further directions will be available on where to go for more details. There is also an example shown of how the different RRPDC partnerships can be listed.

Program areas are shown on page 12. The look and feel of this page is similar to that of the homepage. Mr. Keeley said the color palette will be incorporated into the program boxes. Imagery used will be pertinent to and from the actual locality.

Ms. Shickle said WCG took the feedback from previous Board meetings and incorporated it into what was presented to the Public Outreach and Engagement Committee at its last meeting.

Chairwoman Newbille said Mr. Nordvig will present the recommendation as developed by the Public Outreach and Engagement Committee (POEC).

Mr. Nordvig said the purpose of any committee is to take a look at details so the larger group is not burdened with that task. Mr. Nordvig said the POEC is fortunate to have some RRPDC Citizen members on the committee, and he thanked Mr. Gray and Ms. Lauranzon for being in attendance today.

Mr. Nordvig said, historically, RRPDC has not done a very good job with public outreach. He said he believes the agency has not had the right tools to use, such as the current website. Mr. Nordvig said this is why a rebranding exercise was undertaken.

The POEC has listened to what the RRPDC Board said with regard to feedback provided on how to improve the agency's brand. The Executive Committee will be asked to adopt the POEC's recommendation so that website development can move forward using the new brand identity.

Mr. Nordvig quickly reviewed concerns raised by the Board during its last meeting:

- use of *plan* vs. *planning* to show action: the POEC determined the word *plan* can be used both as a verb and noun
- use of RVA to denote the entire Richmond Region: the POEC felt that over time, the use of RVA has come to mean the entire region and is even being used by some of the localities; the addition of the regional map also addresses this concern
- concerns with Virginia Code requirements for PDC naming: *The Regional Commission*, one of the two substitute names as listed in the Code, is being used; Mr. Gregory was very helpful in this discussion; the tagline was changed from *Better Together* to *The Regional Commission*

Mr. Nordvig said on the icon itself, an arrow was added to show forward motion. Currently there are several logos being used by the agency, and this one will provide consistency throughout the program areas. Mr. Nordvig indicated that the POEC felt use of the regional map in the logo would not be helpful in describing what the agency does. Instead, elements of the regional map are included on the website to highlight each of the jurisdictions. Mr. Nordvig said he also likes the use of the map on business cards. The logo needs to be iconic and easily recognizable, and he wasn't sure if the regional map would be identifiable to a majority of the general public.

Mr. Nordvig said members of the Executive Committee should determine if what has been presented today by WCG is acceptable and if the proposed brand identity, including the logo, tagline, and color palette, can be used to move forward with development of the website.

Mr. Nelson asked if the full Board has seen what was presented today.

Ms. Shickle said the full Board saw PlanRVA with a tagline of *Better Together*. Ms. Busser added that since the October meeting, use of the map has been added, and the names of the nine localities have been included on all representations. Ms. Shickle said the full, legal name of the agency – Richmond Regional Planning District Commission – has also been added to each representation.

Chairwoman Newbille said the Public Outreach and Engagement Committee is recommending that the Executive Committee adopt the PlanRVA brand identity as presented and to direct staff to work with WCG to move forward with the development of the website using the new brand identity.

Ms. Shickle said if members of the Executive Committee take action to accept the recommendation of the POEC, staff will work with WCG to develop the collateral pieces. Staff will also continue to work with the POEC on the rollout of the website and related materials.

Mr. Nelson asked if the recommendation needs to be taken back to the full Board. Chairwoman Newbille said it was agreed that the Executive Committee should take final action on the POEC's recommendation. An update on the action will be provided to the full Board at its next meeting.

Chairwoman Newbille thanked WCG for hearing and addressing the concerns raised by the Board. She asked if the Executive Committee was ready to vote on the recommendation.

Mr. Nelson moved that the Executive Committee adopt the PlanRVA brand identity as presented and to direct staff to work with West Cary Group to move forward with the development of the website using the new brand identity. The motion was seconded by Dr. Spagna. There was no additional discussion and the motion carried unanimously.

Ms. Jaeckle said she feels all of the concerns have been addressed and noted that while some members may not like the use of RVA, she thought it did encompass the entire region.

Mr. Nordvig said he agreed with Ms. Jaeckle's assessment. He said as elected officials, there is an obligation to hear what are ultimately the concerns of the region's citizens.

2. Other Business/Adjourn

Ms. Shickle said she would like to report that Dr. Spagna and members of the Audit/Finance/Facilities Committee met last week to hear a report on the FY18 audit. Mr. Mark Rhodes, with Dunham, Aukamp, and Rhodes, was in attendance to review the audit and to answer questions from the committee members. The Audit/Finance/Facilities Committee is recommending that the Executive Committee and full Board accept the FY18 audit report.

Ms. Shickle said the Executive Committee is set to meet on November 8 as previously scheduled. The only agenda item will be to hear a report from Mr. Rhodes on the audit. The audit report is also the only agenda item for the full RRPDC Board.

Ms. Shickle asked, if there is a risk of a quorum not being in attendance at the next Executive Committee meeting, whether members would like to cancel that meeting and hear the audit report in the full Board meeting instead of hearing it twice. She said Mr. Gregory has indicated canceling the Executive Committee meeting is a procedural action. Chairwoman Newbille added that she will not be able to attend next week's meetings.

Dr. Spagna said he felt the Executive Committee should meet as scheduled in order to allow members an opportunity to ask questions prior to the report being presented to the full Board.

Mr. Nordvig said he agreed that the Executive Committee should hear the report prior to it being given to the full Board.

Chairwoman Newbille said she hears the consensus of member is to keep the Executive Committee meeting as scheduled and confirmed the Executive Committee will meet at 8:15 a.m. on November 8.

Ms. Shickle said another topic she'd like to present for members to think about and then discuss at a future meeting is whether the start time of the Executive Committee and full Board meetings should be changed. She said she believes the 8:15 a.m. start time can be difficult for some members. She said there may be some benefit to aligning the start times to coincide with those of the RRTPO. The RRTPO Executive Committee meets at 8:30 a.m. and that full RRTPO Board meets at 9:30 a.m. Ms. Shickle said she thinks the different start times between the RRPDC and RRTPO can be confusing for members who serve on both.

Ms. Jaeckle said she thought if the full Board meeting was pushed back to 9:30 there may be a risk of losing a quorum if the meeting runs much later than 10:00.

Chairwoman Newbille said she'd like for members to think about the suggestion and it will be brought back for discussion at a future Executive Committee meeting. She asked if there was any additional business to bring forward.

As there was no additional business to bring before the Executive Committee, on motion duly made and seconded, Chairwoman Newbille adjourned the meeting at approximately 12:45 p.m.

Martha Shickle
Executive Director

Cynthia Newbille
Chair