Minutes

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