

CENTRAL VIRGINIA EMERGENCY MANAGEMENT ALLIANCE

Public Outreach Committee Meeting

Tuesday, February 12th, 2019 10:30 am

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



Minutes

Mark Garnett, Caroline
Katie Moody, RRPDC
Jess Robison, Chesterfield
Donald Hunter, Prince George
Anthony McLean, Richmond
Ben Ruppert, Hopewell

Beverly Brandt, Colonial Heights, Chair
Doug Gagnon, VDEM
Robert Foresman, Henrico
Sherri Laffoon, Chesterfield
Sarah Stewart, RRPDC
Haley Ransom, Goochland

1. **Welcome and Introductions.** The Chair called the meeting to order at 10:30am.
2. **Approval of the minutes from the January 15th, 2019 meeting.** Anthony McLean moved to approve the minutes. Donald Hunter seconded.
3. **Old Business** – There was no new business to discuss.
4. **New Business**
 - **CVEMA Disaster Preparedness Night at the Diamond**
 - Anthony McLean suggested a local event to be held potentially in the summer at the Diamond. The CERT and EM groups would have tables at the Diamond and be able to promote preparedness throughout the game.
 - Bev suggested that we can get a couple hundred t-shirts made. We could also promote Survivor Day at the event as well. If the Disaster Preparedness Workshop is in September it could be around the same time as National Preparedness Month.
 - **West Cary Group Update – CVEMA and Event Day websites**
 - WCG gave website and registration updates for the Event Day website and Eventbrite page. The Committee reviewed the newest drafts of the website and registration page, as well as a flyer for the event day.
 - WCG also discussed advertising options for the event. The biggest bang for our buck will be social media and flyers. WCG presented a budget for Facebook, email, and paid

search. We will also be able to track how many people use/click Facebook ads to access the event, and be able to include a drop down in the event registration to find out how they heard about the event.

- **Disaster Preparedness Workshop (Date TBD)**
 - The previous SD event was held in April, but we are now looking at September. The group decided that September 7th would be the best date for all.
 - Essex has confirmed that it will not be participating in the event this year, and Caroline and Amelia have decided to hold the event.

- **FY17 SHSP Grant (\$33,081.71 remaining)**
 - FY17 grant period ends March 31st
 - WCG invoices received on 2/9/19 (\$31,075.50) – Katie reported that she recently received two invoices from WCG that depleted about 50 percent of the funds left in the grant. She anticipates receiving the other two by mid-March. Ben recommended that we make sure we receive it in time enough to determine if anything else needs to be purchased to deplete the grant funds.

- **FY18 SHSP Grant (\$80,000) – begin spending on April 1st, 2019**
 - Anthony is planning to have a speaker come in to our next meeting from his CERT group. The speaker will discuss the preparedness event that will potentially be at the Diamond this summer.
 - Disaster Preparedness Day (September 7th, 2019)
 - Potentially purchasing more guides and LuminAID's? WCG could update the current guide with our new styling and iconography.
 - Sherri suggested that we come up with a three-year plan that we want the WCG to do for that time. This would also assist when writing the next years' grants – it would be strategic when asking for money.

5. Open discussion, comments, and announcements.

- Robert Foresman (Henrico)– Anna is leaving. Her last day will be March 15th.
 - Jess Robison (Chesterfield)– Public Outreach in Chesterfield has been going really well. We have a partnership with the libraries to present Stop the Bleed classes.
 - Anthony McLean (Richmond)– Working with local dialysis centers – having Dominion put these on their critical infrastructure list.
6. Next meeting: Monday, March 18th, 2019 at 10:30 am at the Richmond Regional Planning District Commission.
7. Adjourn. The Chair adjourned the meeting at 11:45am.