

CENTRAL VIRGINIA EMERGENCY MANAGEMENT ALLIANCE

Public Outreach Committee Meeting

Monday, March 18th, 2019 10:30 am

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



Minutes

Beverly Brandt, Colonial Heights, Chair

Katie Moody, RRPDC

Kate Hale, New Kent

Jess Robison, Chesterfield

Robert Foresman, Henrico

Donald Hunter, Prince George

Dallas Johnson, Charles City

Anthony McLean, Richmond

Haley Ransom, Goochland

1. **Welcome and Introductions.** Beverly Brandt (Chair) called the meeting to order at 1035. Everyone introduced themselves.
2. **Approval of the minutes from the February 12th, 2019 meeting.** The Chair made a motion to approve the minutes. Robert Foresman seconded. All were in favor.
3. **Old Business**
 - FY17 SHSP Grant (\$0 remaining)
 - FY17 grant period ends March 31st
 - WCG invoices received on 3/12/19 (\$19,576.00). Katie has encumbered this in eGMS. The remaining invoice to be received by the end of the month – remaining amount encumbered (\$13,505.71). This will deplete all the FY17 grant funds.
4. **New Business**
 - West Cary Group Update
 - Katie distributed some draft website printouts to the committee to review. These printouts listed the EM contacts and phone numbers, etc for all localities in the region. The WCG would like the committee to review the information for accuracy and provide any corrections.
 - Disaster Planning Workshop (September 7th, 2019)
 - The CVEMA and DPW Workshop websites should be live in the next month. Beverly noted that she would like to test the registration before we make it live. We have several months to get it straight before we make it open to participants.
 - Registration timeline & advertising? Katie suggested that we should think about opening the registration at the beginning of July. This would also give us about 2

months to advertise.

- FY18 SHSP Grant (\$80,000)
 - \$55,000 – allocated for marketing/advertising
 - Revise preparedness guide w/ new branding – Jess asked the committee if it would be necessary to also update the Spanish Preparedness Guide? Anthony also suggested that it would be helpful to create vertical banners that would be useful for the community. This could be more useful than guides – especially since we cannot assume that every demographic/group has the same level of literacy and education. We should also start looking at translating information for the Asian community as well.
 - Advertising for Diamond event and DW 2019
 - Printouts, etc
 - \$25,000 – allocated for equipment/resource purchases
 - Document bags - \$1,200 (est.)
 - Guides - \$5,000
 - Backpacks - \$10,000
 - Diamond event (t shirts, etc) - \$3,000
 - Other – approx. \$6,000 (flashlights, LuminAids, can openers, giveaways, magnets)
- FY19 SHSP Public Outreach Grant –
 - Beverley asked the committee to consider projects for the FY19 and what we would like to continue working on. We don't have a dollar amount yet for what we would like to apply for.

5. Open discussion, comments, and announcements.

Kate Hale (New Kent) – Would be happy to help on any multicultural/language projects regarding public outreach.

Beverley Brandt (Colonial Heights) – We are doing the tornado preparedness drill tomorrow. The food pantry would like us to come in and talk to them about safety.

Katie Moody (RRPDC) – We will be having the Planning Committee meeting in person on Wednesday afternoon at the PDC. We will begin having these meetings in person versus conference call. Please review the Acenttra drafts for FAC/JIC by Thursday – this is the deadline to provide feedback. We will be receiving the final drafts for the plans next week.

6. Next meeting: Monday, April 15th, 2019 at 10:30 am at the Richmond Regional Planning District Commission.
7. Adjourn.