

CENTRAL VIRGINIA EMERGENCY MANAGEMENT ALLIANCE

Public Outreach Committee

Monday, August 20th, 2018 10:30 am

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



Minutes

Anthony McLean, Richmond OEM

Martha Shickle, RRPDC

Beverly Brandt, Colonial Heights

Nick Sheffield, Dinwiddie

Katie McHugh, Richmond HD

Jada Smith, RRPDC

Altise Street, 211

Dawn Werry, West Cary Group

Bob Thompson, Henrico

Katie Moody, RRPDC

Katherine Busser, RRPDC

Jessica Robison, Chesterfield

Maria Biava, Red Cross

Jada Smith, RRPDC

Sherri Laffoon, Chesterfield

Rachel Evans, West Cary Group

1. **Welcome and Introductions.** The Vice Chair, Beverly Brandt, called the meeting to order at 10:33am. Everyone introduced themselves.
2. **Approval of the minutes from July 16th, 2018 meeting.** Motion to approve was made by Jess Robison. Anthony Mclean seconded. Motion carried without further discussion.
3. **Old Business.** There was no old business to discuss.
4. **New Business**
 - **West Cary Group – Marketing/Rebranding Proposal Presentation and Update**
 - Dawn Werry and Rachel Evans from the West Cary Group gave an overview of the West Cary Group proposal that was created for the Public Outreach Committee and Survivor Day rebranding. Following the presentation, the group decided that they would look over the presentation for the next month and discuss/vote at September's meeting.
 - **FY17 SHSP Grant (\$64,561.17 remaining)**
 - **Current inventory**
 - SD Backpack Inventory (currently being held in Chesterfield logistics)
 - a. SD Backpacks OLD (brown boxes): 230
 - b. SD Backpacks NEWER (white boxes): 115
 - c. First Aid Kits: 60

- d. **Combined inventory (in Chesterfield): 498 backpacks & 365 first aid kits** (*this does not include inventory in Hopewell/Prince George*)
 - Katie Moody and Jess Robison reported that they did a complete inventory of all SD backpacks currently in the Chesterfield logistics storage. She estimated that we had approximately 600 backpacks likely in the region – we may likely not need to purchase additional backpacks for SD this year, but we should still have some cushion in the grant to purchase a few more if needed. The “missing” backpacks from Hanover had been dropped off a month or so ago by Curt Nellis when he was collecting backpacks from the region, to consolidate the inventory.
 - **Additional inventory purchases for remainder of FY17 grant**
 - The Committee discussed the potential of purchasing more giveaway items or other needed event items with this year’s grant. Martha Shickle brought up the point that we may want to hold off on purchasing more guides or other printed items for several months until we have established our marketing/branding outline with West Cary Group. The group agreed that this was a good idea, and something we could revisit in a few months.

5. Open discussion, comments, and announcements.

Jada Smith (RRPDC) – Contract ends with the PDC at the end of this month. Thank you for everyone’s support.

Bob Thompson (Henrico)– Henrico board of Supervisors recognized CERT and other preparedness efforts for Preparedness Month next month.

Nick Sheffield (Dinwiddie) – Dinwiddie County Fair will be the weekend of the 27th. We will have a big Public Outreach tent.

Jess Robison (Chesterfield)– Sherri and I have brought LuminAids to distribute. We are searching for opportunities to store our SD backpacks and other Public Outreach materials – maybe at least 300 backpacks. Please let Jess know if you can take at least 100.

Beverly Brandt (Colonial Heights)– In the next meeting, we will discuss the Survivor Day curriculum, the West Cary Group proposal, our budget for this year, and our Strategic Plan goals for the Planning Committee.

6. **Next meeting:** Monday, September 17th, 2018 at 10:30 am at the Richmond Regional Planning District Commission.
7. **Adjourn.** The Meeting was adjourned at 11:46am.