



e: [Input@PlanRVA.org](mailto:Input@PlanRVA.org)  
p: 804.323.2033  
w: [www.PlanRVA.org](http://www.PlanRVA.org)

## AGENDA

### Public Outreach and Engagement Committee

November 16, 2022, 3:00 p.m.

The Current - 424 Hull Street, Richmond, VA 23224

This meeting is open to the public. Members of the public are invited to attend in-person or virtually. Please alert PlanRVA at [input@PlanRVA.org](mailto:input@PlanRVA.org) if electronic transmission of this meeting fails for the public. If such transmission fails, the commission will take a recess until public access is restored. Please refer to our [Statement Regarding Virtual Meeting Participation by Members of the Public](#) for more information.

If you wish to participate in this meeting virtually, please register via Zoom at the following link: [https://planrva-org.zoom.us/webinar/register/WN\\_slcAfTNtQkixBK0vJibp5A](https://planrva-org.zoom.us/webinar/register/WN_slcAfTNtQkixBK0vJibp5A)

Check out our complete [Public Participation Guide](#) online to learn about the different ways you can stay connected and involved. Meetings are also live streamed and archived on our YouTube Channel at [www.youtube.com/c/PlanRVA](http://www.youtube.com/c/PlanRVA).

1. **Welcome and Introductions:** Mr. Davey
  - a. **Roll Call of Attendees:** Ms. Firestone
2. **August Meeting Minutes:** Mr. Davey
3. **PlanRVA Brand Implementation Update:** Ms. Lanier-Jackson/Ms. Heeter
  - a. **Timeline**
  - b. **Implementation Deliverables**
4. **Upcoming Priorities-** Ms. Lanier-Jackson
  - a. **Host “First Look Event” in new office on January 12, 2023**
  - b. **Future outreach/open house events for broader stakeholder networks**
5. **Adjourn**



**Public Outreach and Engagement Meeting  
Zoom Meeting Minutes  
August 29, 2022  
8:30 AM**

<u>LOCALITY</u>	<u>NAME</u>	<u>X (attended)</u>
Chesterfield County	Tim Davey, Chair	X
Goochland County	Neil Spoonhower	X
Hanover County	Charles Waddell	X
Henrico County	Frank J. Thornton	X
City of Richmond	Jacob Giovia	X

*The technology used for the PlanRVA Executive Committee meeting was a web-hosted service created by Zoom and YouTube Live Streaming and was open and accessible for participation by members of the public. A recording of this meeting is available on our [Plan RVA YouTube Channel](#). Virtual participation of this meeting by members of the Executive Committee is authorized under the City of Richmond Res. No. 2020-R025, - declaration of a local emergency due to the potential spread of COVID-19, adopted March 16, 2020. The resolution is available [here](#).*

<u>Staff Present:</u>	<u>Others Present (The Hodges Partnership):</u>
Martha Heeter	Frazier Armstrong
Janice Firestone	Hannah Castelo
Sidd Kumar	Amanda Colocho
Rashaunda Lanier-Jackson	Cameron McPherson
	Jon Newman

**1. Welcome and Introductions:**

Chair Davey called the meeting to order at approximately 8:30 a.m. and welcomed all attendees.

**a. Virtual Meeting Opening Statement**

Ms. Heeter shared the virtual meeting information and noted that the new FOIA Council guidelines that go into effect September 1<sup>st</sup> are being reviewed.

**b. Roll Call of Attendees**

Mr. Kumar called the roll and certified that a quorum was present.

**2. May Meeting Minutes**

On motion by Charlie Waddell, seconded by Neil Spoonhower, the PlanRVA Public Outreach and Engagement Committee members voted unanimously to approve the May meeting minutes (voice vote).

**3. PlanRVA Brand Strategy Presentation**

Ms. Heeter introduced Jon Newman, who gave an overview of the branding process. Frazier Armstrong shared the process used by Brand Federation. Committee members discussed potential changes to the branding document, including adding an appendix

listing partners and links and adding further clarification about how and why PlanRVA does what it does.

There was further discussion about the various groups and who the primary audience is.

#### **4. FY23 Membership**

Ms. Heeter provided this update and expressed her appreciation to the members for serving on the committee. The Commission Chair, Sean Davis, has asked which members are interested in continuing to serve on the Public Outreach and Engagement Committee. Each member confirmed their desire to remain on the committee.

#### **5. PlanRVA Updates**

Ms. Lanier-Jackson provided an update on current staff endeavors. The following is a summary of some of the current endeavors:

##### **Program Updates:**

- Environment: Flood Risk Awareness. There is a need to identify Spanish speaking groups.
- Community Development: Market Value Analysis Update
  - Communications strategy being developed in partnership with Richmond Memorial Health Foundation (RMHF) and The Hodges Partnership

##### **Community Engagement Strategy Update:**

###### Goal 1: Increase awareness of PlanRVA

- Brand Implementation: Logo, Tagline, Staff Training
- Quarterly Newsletter: The Better Together Connector. Member suggestions for other potential newsletter recipients would be helpful.
  - [Issue 1 – Summer 2022](#)
  - Analysis: 117 people opened, 88 clicks, 6 bounce backs
  - Upcoming: Fall 2022
  - Request: Expand distribution audience; [Sign-up here.](#)
- Monthly Blog
  - August 2022:
    - August 26th - [Local jurisdictions to adopt new hazard mitigation plan](#)
    - August 10th - [270 units built by 2024: Partnerships expand affordable housing in region](#)
- Better Together Webinar
  - PlanRVA will be speaking with Renee Haltom who serves as Vice President and Regional Executive at The Federal Reserve Bank of Richmond on September 29th at 1:00 PM. The topic is Understanding the Richmond Region's Changing Economy.
  - Request: Encouraging board member participation and outreach to broader audiences

###### Goal 2: Increase Representative Participation

- Currently working to identify population demographics and grassroots/advocacy groups within all nine localities.
  - Strategic events and outreach efforts- <https://planrva.org/calendar/>
1. Emergency Management Alliance of Cental VA Preparedness night Flying Squirrels Sponsorship- September 1<sup>st</sup>
  2. Richmond Kickers Community night- September 7<sup>th</sup>
  3. Richmond Flying Squirrels game- RVA night- September 14<sup>th</sup>
  4. 70<sup>th</sup> Chickahominy Fall Festival & Pow-Wow- September 24<sup>th</sup> and 25<sup>th</sup>

### Goal 3: Increase community collaboration

- Hanover and King William Habitat for Humanity held a beautiful home dedication on Thursday (8/25). PlanRVA Community Engagement Manager, Rashaunda Lanier-Jackson, attended the intimate occasion. See photos on [Hanover's Habitat Facebook page](#).
- Public Information Officers and Regional Communicators
  - Group convened in July and August to share locality updates and build peer support system.
  - PlanRVA is planning a PIOs Happy Hour & Networking event in September to tour the new office location and enjoy food in the Hatch Hall located on the ground level of the building.
- Community Foundation for a greater Richmond
  - Civic Academy Series: Ms. Heeter and Ms. Lanier-Jackson are co-leading the planning on the Affordable Housing Session in October 26th, 6:30 – 8:00

### Goal 4: Increase awareness of unconscious bias

- Mamba Mentality Lunch & Learn
- Title VI Training (Task Order #8)
  - KLT Group developed a Title VI Training for PlanRVA staff that will be conducted in November 2022.

Following Ms. Lanier-Jackson's update, Ms. Heeter briefed the committee on the progress of PlanRVA's upcoming move from the Stoney Point office to The Current on Hull Street.

## **6. Adjournment**

Chairman Davey adjourned the meeting at approximately 9:52 a.m.