



Public Outreach and Engagement Committee
August 29th, 2022 -- 8:30 A.M.
Virtual
Zoom Meeting

AGENDA

This meeting is open to the public. Members of the public are invited to attend in-person or virtually. For anyone who wishes to participate in this meeting virtually, please register via Zoom at https://planrva-org.zoom.us/webinar/register/WN_nbCrz0C9RF27ewJsP8Av0A

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 [PlanRVA YouTube Channel](#).

- 1. Welcome and Introductions:** Mr. Davey
 - a. Virtual Meeting Opening Statement: Ms. Heeter
 - b. Roll Call of Attendees: Mr. Kumar

- 2. May Meeting Minutes:** Mr. Kumar

- 3. PlanRVA Brand Strategy Presentation:** The Hodges Partnership

- 4. FY23 Membership:** Ms. Heeter

- 5. PlanRVA Updates-** Ms. Lanier-Jackson
 - a. Program Updates:
 - o Environment: Flood Risk Awareness
 - o Community Development: Market Value Analysis Update

 - b. Community Engagement Strategy Update
 - o *Goal 1: Increase awareness of PlanRVA*
 - Brand Implementation: Logo, Tagline, Staff Training
 - Quarterly Newsletter: The Better Together Connector
 - Monthly Blog
 - 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 Regional Indicators of Success
 - o *Goal 2: Increase Representative Participation*
 - Currently working to identify population demographics and grassroots/advocacy groups within all nine localities.
 - Strategic events and outreach efforts
 - o *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
- Community Foundation for a greater Richmond
- *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.

6. Adjourn