



**Public Outreach and Engagement Committee  
May 2, 2022 -- 11:00 A.M.  
James River Board Room  
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\\_OtJno9trSzaaXTautKJ0IA](https://planrva-org.zoom.us/webinar/register/WN_OtJno9trSzaaXTautKJ0IA)

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. [March Meeting Minutes](#): Mr. Kumar
3. Discussion of Brand Story Implementation
4. Overview of current outreach projects
5. FY 2023 Priorities
6. Adjourn



**Public Outreach and Engagement Meeting  
Zoom Virtual  
Meeting Minutes  
March 1st, 2022  
11:00 AM**

**Members**

<b><u>LOCALITY</u></b>	<b><u>NAME</u></b>	
Chesterfield County	Tim Davey, Chair	X
Henrico County	Frank Thornton	
Hanover Couty	Charles Waddell- Citizen Rep	X
City of Richmond	Jacob Giovia- Citizen Rep	X
Goochland County	Neil Spoonhower	

**The Brand Federation Team**

Kelly O’Keefe  
Frazier Armstrong  
Rian Chandler-Dovis  
Rachel Street

**Staff**

Martha Heeter.....Executive Director  
Rashaunda Lanier-Jackson.....Community Engagement Manager  
Sidd Kumar..... Community Engagement Project Coordinator

**Call to Order**

Chairman Davey called the PlanRVA Public Outreach and Engagement meeting to order at approximately 11:04 a.m. Ms. Heeter reviewed the new statement regarding virtual meetings following guidance provided in December.

**Attendance Roll Call**

Mr. Kumar took attendance.

**Meeting Minutes**

The meeting minutes were approved by the committee.

**PlanRVA Branding**

Mr. Davey opened discussion regarding the presentation from the Brand Federation team. Ms. Heeter introduced the Brand Federation team. The Brand Federation team presented their findings and provided input for the next steps around PlanRVA Branding.



Following the presentation, committee members provided questions and comments to the Brand Federation team. Brand Federation shared the next steps would be implementation which will have various audiences and will be a step-by-step process to make that happen.

Ms. Heeter and Mr. Davey discussed how to best present and prepare commissioners for the Brand Federation team presentation on March 10<sup>th</sup>.

Ms. Heeter thanked everyone on the Committee and the Brand Federation team for an outstanding job.

### **Other Business**

Chairman Davey adjourned the meeting at approximately 12:01pm

