

**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](#).

Staff Present:	Others Present (The Hodges Partnership):
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 1st 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 1st
 2. Richmond Kickers Community night- September 7th
 3. Richmond Flying Squirrels game- RVA night- September 14th
 4. 70th Chickahominy Fall Festival & Pow-Wow- September 24th and 25th

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.