

Meeting Minutes
07/29/2010
6:45 p.m.

In attendance: Michael Bartlett, American Red Cross; Charles Monts, Boy Scouts; Cathleen Tracy, CERT; Jeffrey Katz, CERT; Tom Lambiase, FCIA; Esther Emard, MRC; Dianne Quebral, MRC; Frank Vajda, Neighborhood Watch; Bonnie O'Leary, NVRC; Andrew Levy, At-Large Representative; Bob Mizer, Braddock District; Jim Diehl, Dranesville District; Adeel Mufti, Hunter Mill District; Glenda Devinney, Lee District; Jim Kirkpatrick, Providence District; Donna Spiewak, VIPS; Matthew Lyttle, Volunteer Fairfax; Jarusz Wasiolek, ICF Macro; Tom Crane; Michael Eisenhauer, Crisis Link; Marcelo Ferreira, Office of Emergency Management; Al Bass, Office of Emergency Management; Amanda Phan, Office of Emergency Management

The meeting was called to order by Chairman Jean Zettler at 6:45 pm.

Speaker

Mr. Thomas J. Crane, the guest speaker on the use of social media in emergency preparedness, introduced himself and started talking about Social Media. He stated that he does not endorse any specific social media products. He asked for a call of hands to see who uses social media tools in their organizations. Most attendees raised their hands. Mr. Crane introduced the different types of social media: blogs, message boards, list serves, and networking sites such as FaceBook, MySpace, Twitter, LinkedIn. He challenged everyone to go home and research the different types of social media available. He provided some example of the power of social media: a tweet of his went to over 30,000 viewers. He stated that FaceBook now has half a billion users. He said that from an organizational perspective, social media can be very beneficial since it helps collaborate, allows voting, and allows cross-promotion. Another benefit of social media is crowd sourcing: general public can feed into the information. He also said that in emergency management, social media can provide responders with more information on what is going on. Esther Emard of MRC pointed out that in order to reach the younger generation for emergency preparedness, social media needs to be utilized. Another Council member pointed out that security is a concern, since a malicious user could mislead responders during an emergency. Mr. Crane said that geo-coding is a tool, along with a few others, that can validate a user's tweet, and add a layer of security. Donna Spiewak of VIPS raised a point that many people don't want to have anything to do with social media. Mr. Crane stated that social media is not a substitute for communication, but just another means.

Amanda Pham of OEM was introduced as the next speaker. She passed out a packet that laid out Pre-Disaster Recover Planning, and talked about it to the Council. There is a website available with more information: <http://www.fairfaxcounty.gov/oem/pdrp>. The website will also include meeting minutes for the pre-disaster recovery planning workshop.

Old Business

There was a motion to approve the minutes from the previous meeting. Motion was seconded. The minutes from the May 27 2010 meeting were approved.

A parliamentarian was asked to be appointed. There were no nominations. A parliamentarian was not appointed.

Marcelo Ferreira of OEM stated that there were no website updates yet. He said that as soon as minutes get approved, they are posted. The website has widgets receiving information from other sources. He asked for suggestions from others on what they thought could be put on the website. Donna Spiewak experienced an error on the website where the user's email address was being stripped when they submitted the contact form. Marcelo Ferreira stated that he will look into it.

Committee updates

Outreach

Matthew Lyttle of Volunteer Fairfax, also the Outreach Committee chair, stated that he would like to pair Citizen Corps Council outreach efforts with other volunteer organizations such as VOAD and Volunteer Fairfax. He had trouble setting up a shared calendar up and asked for advice. He suggested that social media tools could also be used for outreach. Chairman Jean Zettler said that ideas for outreach should be prioritized. Matthew said that he would love to have a discussion on what the Citizen Corps Council outreach sound entail. He asked: what are we trying to get out of the outreach? Dianne Quebral of MRC said that a goal should be defined: is out reach being done to assist people in being prepared for emergencies, or is it being done to sign up new volunteers. Dianne stated that outreach at public events is not always as effective as it seems to get people to sign up to volunteer.

Grants

Al Bass of OEM stated that the 2010 UASI allocation was received. The allocation provided a little over \$170k for over two years. Al will keep us all informed on the status of the funding. It was suggested that a breakdown of what is spent is given out.

Membership

Esther Emard has had some great suggestions for organizations to reach out to for membership. She will follow up with these organizations.

Board Of Supervisors Report (ad hoc)

Esther Emard stated that she put together a report. She added the logos for the core programs, and an executive summary section. She will send a draft out next week. Hard copies were also requested. She welcomed suggestions and comments. Core programs and affiliate organizations reports were added. There was a discussion about what all should be in the report for each district. Esther asked district representatives to send in a paragraph about what went on in their districts related to the Citizen Corps Council in 2009 and 2010. Chairman Jean Zettler asked the district representatives to follow up and check with their supervisors to see if they read the report and what they thought about it.

Core Organization Updates

MRC

Organization:	Fairfax Medical Reserve Corps (MRC)	Date:	7/26/2010
Member Updates			
<p>The Get Ready Fairfax community all hazards emergency preparedness fair was held in conjunction with the Springfield Days festival at Springfield Mall on June 5, 2010. More than 50 MRC volunteers and a dozen partner organizations assisted with the event by setting up a mock dispensing site and exhibiting and conducting outreach. This was the third in a series of three fairs conducted with funding from the Department of Homeland Security. Collectively, all 3 events reached about 2,000 members of the public.</p> <p>Regional Table Top Exercise. MRC participated in a regional tabletop exercise regarding processing spontaneous volunteers through a volunteer reception center (VRC) on June 7 at the Metro Washington Council of Governments (MWCOCG).</p> <p>MRC Learning Collaborative. On June 16, the Fairfax MRC participated with the National MRC Program Office and the Harvard School of Public Health to investigate the creation and focus of a learning collaborative to assist MRC units nationally with program development</p> <p>H1N1 After Action Survey. A survey was conducted with the 1,018 MRC volunteers who responded for H1N1 as part of our After Action Report. The survey was conducted from June 30 – July 19 and results are currently being tabulated.</p> <p>Quarterly governance meetings were held with the MRC Leadership Council and the Incident Coordinator Roundtable on July 20 and July 28 respectively.</p> <p>In July, the Fairfax MRC also participated in the regional Mid-Atlantic H1N1 Summit and the VA Dept of Health Emergency Preparedness & Response Summit in Richmond.</p> <p>A new MRC Regional Coordinator was hired by the Northern Virginia Regional Commission to assist with volunteer training, retention and recruitment initiatives for the five MRC units in Northern Virginia (Fairfax, Loudoun, Prince William, Arlington and Alexandria).</p> <p>Upcoming Events: Planning is underway for a full scale exercise (FSX) with the National Capital Region's MRC Units and Volunteer Centers on September 25, 2010 from 9-11 am at the County Government Center. Joint planning is ongoing between Volunteer Fairfax, the Office of Emergency Management and the Health Department.</p> <p>Planning is underway for a recruitment campaign in honor of National Preparedness Month in September.</p>			

CERT

Organization:	CERT	Date:	7/25/2010
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Member Updates

Upcoming Outreach Events
 Supporting National Night Out

Upcoming Training
 August Series of Refresher Trainings:

- Wednesday August 4, 2010 – Community events primer, Scenario based drill
- Thursday August 5, 2010 – Community events primer, Scenario based drill
- Wednesday August 11, 2010 – Community events primer, Lifting / Cribbing, Command Post refresher
- Thursday August 12, 2010 – Community events primer, Disaster First Aid, Lifts and Carries refresher
- Wednesday August 18, 2010 – Community events primer, Scenario based drill
- Thursday August 19, 2010 – Community events primer, Scenario based drill
- Wednesday August 25, 2010 – Community events primer, Disaster First Aid, Lifts and Carries refresher
- Thursday August 26, 2010 – Community events primer, Lifting / Cribbing, Command Post refresher

Two Special Classes

August [CERT class at the Academy for NOVA Crime Prevention Specialists](#)
 September [CERT class for County employees](#)

Next Class at the Academy

CERT 45
Intro 9/15
ICS 9/22
Safety 9/29
Triage 10/6
Medical 10/13
S&R 10/20
Scenarios 10/27

The fall CERT Final Exercise will be Saturday October 30, 2010

VIPS

Organization:	VIPS Program	Date:	7/15/10
Member Updates			
<p>APO: 114 members VIPS: 91 members</p> <p>VIPS/APO's Accomplishments:</p> <ul style="list-style-type: none"> - Citizens Community Academy, Reston, VA five week course conducted in July 2010 - Assisted with the Washington Regional Alcohol Program (WRAP) media day event as role-players and admin duties - Conducted child car seat inspections and installations throughout the county - Completed several photography assignments to include DWI Checkpoints, Motor Carrier Checkpoint, Honor Guard Academy and Explosive Ordnance Division (EOD) seminar - Assisted stations with performance of cruiser maintenance duties - APO's providing traffic control Fairfax Fair - APO Shotgun requalifications-Inservice Training - APO's providing support for the Communication Vehicle Rally held at the track. June 18th - National Night Out- APO/VIPS participating in the communities. August - Virginia Assoc. Chief of Police Conf. APO providing security. VIPS assisting w/Conf. - APO's providing support for summer community events. Fun runs, fairs, 4th of July events - APO's conducting testing for APO applicants. Still accepting applications 			

Neighborhood Watch

Tuesday August 3 is National Night Out. Want to find out where in your community they might be having a pot luck or celebration? Contact your local police station. The crime prevention office will know.

Affiliate organizationsVolunteer Fairfax

There will be a Functional Volunteer Reception Center Exercise based off of an aerosolized anthrax release in the National Capital Region on September 25, 2010 at the Government Center. Volunteer Fairfax is recruiting volunteers to play the role of a "spontaneous volunteer" during the exercise.

The volunteer recruitment flyer was handed out and an electronic flyer will be sent by Volunteer Fairfax.

Northern Virginia Resource Center for Deaf & Hard of Hearing

Organization:	No. Va. Resource Center for Deaf and Hard of Hearing Persons	Date:	7/19/2010
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Member Updates

NVRC has been actively engaged in advocacy for the following:

- Federal planning for E911 to ensure that they can support voice, text, and video
- Text weather radio
- Accessible EAS (the national emergency alerting system)

We have also partnered with NPR on captioned radio

CrisisLink

CrisisLink has had a major re-organization, moved locations, and tripled in capacity.

Red Cross

Red Cross went to Ft Belvoir and made emergency preparedness kits for military families.

New Business

Speaker for Next Meeting

Chairman Jean Zettler suggested that instead of a speaker at the next meeting, the Council could talk about its role and what the council wants to do going forward. She said that the time could also be used to address some of the many issues that have been faced.

Emergency Preparedness Month Proclamation



The Fairfax County Board of Supervisors issued a Proclamation that September is Emergency Preparedness Month and invited any/all Council Members to participate in the Proclamation. The picture above shows members of the Board of Supervisors, representatives from the Office of Emergency Management, and members of the Citizens Corps Council in a picture taken after the Proclamation was made.

National Preparedness Month

Marcelo Ferreira asked what the programs were planning on doing during the national preparedness month. There were no comments.

Regional Catastrophic Grant Discussion Group

A grant was received. The discussion group came up with the idea that people in the National Capital Region be better educated on a dirty bomb scenario.

Elections.

Executive Committee Chair: Current Chairman Jean Zettler announced that she would be running for Executive Committee Chair. Andrew Levy, Board of Supervisors Representative At Large, nominated Michael Bartlett of American Red Cross. A vote was called. 7 votes were in favor of Jean Zettler, and 5 votes were in favor of Michael Bartlett. Jean Zettler was voted in as Executive Committee Chair.

Executive Committee Vice-Chair: Jean Zettler stated that Al Bornmann, Mount Vernon District Representative and current Executive Committee Vice-Chair, had submitted his name for the position of Vice Chair. Jim Diehl asked Michael Bartlett if he would be interested and willing to serve as Vice Chair; Mr. Bartlett indicated that he would be interested. A vote was called. There were 3 votes in favor of Al Bornmann, and 10 votes in favor of Michael Bartlett. Michael Bartlett was voted in as Executive Committee Vice-Chair.

Executive Committee Secretary: Adeel Mufti stated that he will be stepping down as Secretary. Ms. Glenda Devinney, Lee District Representative, was nominated as secretary, and voted in unanimously.

Adjournment

There being no further business, there was a motion to adjourn that was seconded and approved unanimously at 8:51 pm.

Faithfully submitted,
Adeel Mufti, Secretary

Appendices

Social Media Handout:

Find Out How Social Media Can Work for You

Presented By Tom Crane

1. Challenge: find out how social media can support your mission.
2. Disclaimer
 - a. I'm not an expert, and you don't need to be either
 - b. I don't speak on behalf of the U.S. Government
 - c. I don't endorse any products nor am I paid to do so
3. Types of social media
 - a. Blogs- Blogger, Wordpress, Xanga, Live Journal, Typepad
 - b. Networking- Facebook, MySpace, Twitter, LinkedIn, Ning, Tagged
 - c. Geo-coded tools- FourSquare, Twitter, Latitude
 - d. Message boards, list servs, forums- social strata, facebook
4. Benefits of social media
5. Examples of how community organizations can utilize social media
 - a. Planning and meeting feedback
 - b. Mobilizing and organizing
 - c. Communication
6. Why are organizations and individuals resistant to social media?
7. What can you do?
 - a. Research what social media tools can work for you
 - b. Be included in the discussion
 - c. Make the business case
 - d. Explain why you are the exception
 - e. Get involved in the discussion
 - f. Lead the way

Pre-Disaster Planning Information:



Pre-Disaster Recovery Planning Workshop For Community Partners

**Wednesday, Aug. 4, 2010
9-11:30 a.m.**

Learn more about disaster recovery and how you can assist in the development of the Fairfax County Pre-Disaster Recovery Plan.

Pre-register at:

www.fairfaxcounty.gov/oem/pdrp

(Register early, space is limited)

Workshop Location:

McConnell Public Safety and Transportation Operations Center, 4890 Alliance Dr. Fairfax, Va. 22030

(This is a secure facility, must be registered and have a valid form of ID to participate)

For questions or comments, contact Amanda Phan, 571-350-1010, TTY 711; oempdrp@fairfaxcounty.gov.

Fairfax County Office of Emergency Management

Pre-Disaster Recovery Planning (PDRP)

What is Pre-Disaster Recovery Planning?

Fairfax County is susceptible to both natural (floods, hurricanes and tornadoes) and man-made hazards (terrorist acts and accidental releases of hazardous materials). Some of these events have the capacity for catastrophic local and regional impacts.

Community Disaster Recovery Issues

- + Faltering Economy due to supply-chain disruptions
- + Infrastructure failures
- + Business closures and/or inaccessible work-places
- + Rebuilding Issues
- + Population displacement
- + Housing shortages
- + Social and psychological impacts

The U.S. Department of Labor estimates that over 40 percent of businesses never reopen following a disaster. Of the remaining companies, at least 25 percent will close within 2 years. The Association of Records Managers and Administrators reports that over 60 percent of businesses confronted by a major disaster close by two years.

Offer Your Insight

While the effects of disasters are wide ranging and cannot be predicted, pre-event planning can position Fairfax County to recover from a major incident.

Methodical, thoughtful pre-event planning can establish priorities, decision-making structures and procedures, and recovery goals. These can focus and accelerate the recovery process during the stressful and often fraught post-disaster period.

To learn more go to www.fairfaxcounty.gov/oem/pdrp.



A Fairfax County, Va. publication. July 2010.



Fairfax County is committed to nondiscrimination on the basis of disability in all county programs, services and activities. Reasonable accommodations will be provided upon request. For information, call 571-350-1000, TTY 711.

Pre-Disaster Recovery Plan, Pg. 1:



County of Fairfax, Virginia

To protect and enrich the quality of life for the people, neighborhoods and diverse communities of Fairfax County

07 2010

Subject: Pre-Disaster Recovery Plan

Dear Community Member:

Fairfax County, led by the Office of Emergency Management, has begun development of a Pre-Disaster Recovery Plan. This project is supported by a Department of Homeland Security Urban Areas Security Initiative (UASI) grant. The County hopes that you will play a part in this important planning effort.

Because your organization will be critical in the long-term recovery following a disaster, the Office of Emergency Management would like to invite you to a Pre-Disaster Recovery Plan information workshop Wednesday, August 4, from 9:00 to 11:30 a.m. at the McConnell Public Safety and Transportation Operations Center, located at 4890 Alliance Dr., Fairfax, VA 22030.

The workshop will more clearly define how a Pre-Disaster Recovery Plan can best serve the needs of Fairfax County and also explore how your participation can streamline disaster recovery and mitigate hardships your organization could face in the aftermath of a disaster. During the workshop, emergency management staff will share various disaster preparedness tools and tips that are currently available and that can assist your organization in its disaster preparedness efforts.

Fairfax County is susceptible to a variety of natural hazards, including floods, hurricanes and tornadoes, as well as man-made hazards such as terrorist acts and accidental releases of hazardous materials. Some of these events have the capacity for catastrophic local and regional impacts. Following a major disaster, complex issues with impacts far beyond county government will arise. The local economy may falter due to supply chain disruptions, infrastructure failures, business closures or inaccessible work places. There will likely be population displacement, housing shortages and rebuilding issues, and potential social and psychological impacts.

While the effects of disasters are wide-ranging and cannot be predicted, pre-event planning can better position Fairfax County to recover from a major incident. Methodical, thoughtful pre-event planning can establish priorities, decision-making structures and procedures, and recovery goals. These can focus and accelerate the recovery process during the stressful post-disaster period.

The purpose of a Pre-Disaster Recovery Plan is to provide Fairfax County with a single reference for guiding policy and action during recovery from a significant natural or human-

Pre-Disaster Recovery Plan, Pg. 2:

Pre-Disaster Recovery Plan
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caused disaster. The plan will allow the government to better support the private and nonprofit sectors as we work together to restore the economic base, neighborhoods, social fabric, and other community elements over the long-term. Because public and private sector partnerships are vital to the success of disaster recovery, the Office of Emergency Management is reaching out to county boards, authorities and commissions, nonprofit organizations, private business, as well as our federal and state partners, asking that they participate in this planning process.

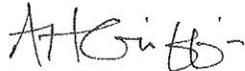
To guide the development of the Pre-Disaster Recovery Plan, the County has begun to form a Disaster Recovery Task Force (Task Force) comprised of representatives from county agencies, other municipalities, nonprofit groups, and private stakeholders. A series of time-efficient meetings and interviews will be conducted with members of the Task Force throughout the course of the project to ensure that the Pre-Disaster Recovery Plan is developed holistically and effectively.

Given the critical nature of this work, your support in this initiative is vital and any comments or suggestions you have are welcome. Please contact Amanda Phan in the Office of Emergency Management at 571-350-1010, TTY 711 with any questions.

To register to attend, please go to the following link and register before July 28. The link for the Pre-Disaster Recovery Plan project is as follows and includes a section on Pre-Registration for the workshop <http://www.fairfaxcounty.gov/oem/pdrp/>.

Thank you in advance for your cooperation in this initiative. We look forward to seeing you on August 4. 

Sincerely,



Anthony H. Griffin,
County Executive and
Director of Emergency Management

cc: Patricia D. Harrison, Deputy County Executive
Edward L. Long, Deputy County Executive
David J. Molchany, Deputy County Executive
Robert A. Stalzer, Deputy County Executive