

## Fairfax County Consumer Protection Commission – Financial Scams and Fraud Committee

February 18, 2025

6:30 p.m.

Fairfax County Government Center Parkway  
Fairfax, VA 22035

Conference Room 232

Chairperson Springer, presiding

Attendance:

Commissioners: Gasimov, Kharat, Kirk,  
Kratovil, Springer, Svab

Staff:

Susan Jones, Branch Manager

Consumer Affairs Branch

Christine Reedy, Consumer Specialist II

Consumer Affairs Branch

The meeting was called to order at 6:31 p.m. by Chairperson Springer.

### **Minutes**

Chairperson Springer moved to accept the November 19, 2024, minutes. Commissioner Kratovil seconded the motion. The minutes were approved unanimously, 6-0-0.

### **Summary of Discussion**

#### **1. Collaboration and Strategy with Community Engagement Committee**

Chairperson Springer emphasized the need to gather information, collaborate with other organizations, and determine a strategy for working with the Community Engagement Committee (CEC) to disseminate scam awareness information to consumers in Fairfax County.

A discussion ensued on how to coordinate efforts with the CEC effectively, propose a joint meeting, and develop a strategy.

#### **2. Define Roles and Responsibilities**

A discussion ensued on the following topics:

- Use a "Do it, use it, memorize it, show you know it" approach to include real-life scam scenarios to engage audience.
- Hire a consultant to develop a comprehensive scam awareness campaign.
- Develop a social media campaign and leverage television outlets for greater reach.
- Division of responsibilities between the committees.
- Content development.
- Find resources such as Consumer Reports, the Golden Gazette, and other county agencies.
- Develop a one-page scam awareness flyer to align with National Consumer Protection Week, Fairfax County Consumer Affairs Day.

### **3. Action Items:**

The Commissioners discussed action items for the FSFC to focus on this upcoming year.

- Schedule a joint strategy meeting with the CEC.
- Identify and engage a subject matter expert for scam awareness presentations.
- Develop a structured campaign message and explore branding opportunities.
- Research outreach avenues through county agencies and media platforms.
- Plan for interactive components in scam education presentations.
- Draft a scam awareness one-page flyer to use at upcoming events.

Chairperson Springer made the motion to adjourn the meeting. The meeting adjourned at 7:31 p.m.