



Minutes of the Virginia Emergency Management Association board of directors meeting held on November 5, 2015 at the VDEM Trade Court facility in Chesterfield, VA. The meeting was called to order by Michelle Oblinsky, President, who presided. In attendance were the following individuals: Michelle Oblinsky, Walter English, Robert Foresman, Jennifer Maul, Cheryl Elliott, Mark Penn, Benjamin Ruppert (Region 1), Jessica Swinney (Region 4), George Glazner (Region 5), Neal Turner (Region 6), Jeff Fletcher (Region 7), Jeff Hutchinson (Business/Industry), Vacant (Federal Government), Brittany Schaal (Colleges & Universities), Amanda Reidelbach (VOAD), Kevin Brooks (Student Representative), Sherri Laffon

(Membership Chair), Bruce Sterling, Scott Hudson, Bo Keeney (Executive Director – Ex. Officio) and Bruce Keeney.

Michelle Oblinsky reminded the board of directors of the VEMA conflict of interest policy, the anti-trust policy and the VEMA Code of Ethics. After such time she presented the President's report in which she noted that the agenda would be reordered a bit to accommodate certain members' schedules. Michelle thanked Robert Foresman and Walter English for their assistance and participation at some of the recent Fall Forums where they promoted and educated individuals on the value and benefits of VEMA. Furthermore she charged the board of directors with creating and implementing a membership drive. She presented a newly revised VEMA logo for which she asked the VEMA board to approve under new business for use on all VEMA materials. Finally, she noted that as VEMA president she serves as the liaison on the Governor's EMS committee and that their next meeting would occur in November.

The 1st VP and 2nd VP had no reports other than noting most of their content would be covered under other reports.

Motion Maul/English to approve the following motions in a block:

- to approve the VEMA Financial Summary of Accounts as of September 30, 2015 as distributed.
- to approve the VEMA Financial Statement as of September 30, 2015 as distributed.

Motions considered in a block passed unanimously.

Motion Maul/Fletcher to approve the following motions in a block:

- to accept the VEMA Board of Directors minutes from the August 12, 2015 meeting as previously distributed.
- to accept the VEMA Executive Board minutes from the September 15, 2015 meeting as previously distributed.
- to accept the VEMA Executive Board minutes from the October 16, 2015 meeting as previously distributed.
- to accept the following as members of VEMA since August 2015:
 - Individual Members:
 - Henry Amato National Guard Bureau
 - Danny Anglin Virginia Beach City Public Schools-referred by Erin Sutton
 - Zachary Bradley VA Medical Center
 - Jason Busick Cana Volunteer Rescue Squad
 - Joseph Carter City of Falls Church-referred by Tom Polera
 - William Chapman Fairfax Co. Public Schools

o Organizational Members:

▪ i.	Frankie Blevins	Markel Corporation
▪ ii.	Robb Braidwood	Chesapeake Fire Dept/OEM
▪ iii.	Curtis Brown	Hampton Roads Planning District Commission
▪ iv.	Cynthia Dixon	Priority 1 Ambulance Services, LLC
▪ v.	Robert Flick	County of Isle of Wight
▪ vi.	William Hart	Spotsylvania County Fire, Rescue and EM
▪ viii.	Scott Mahone	City of Norfolk
▪ ix.	Edwin Merrigan	Firehouse Subs Disaster Relief Team
▪ x.	John Paulsen	Disaster Dynamics, LTD
▪ xi.	Robert Phillips	Martinsville Fire & EMS
▪ xii.	Deanna Webster	Amerigroup Corporation

Motions considered in a block passed unanimously.

Under the Executive Director's Report, Bo Keeney commented on a variety of issues including general membership issues, financial issues and other general membership matters. Of particular interest he noted that the new Association Management Software contract has been signed and staff is beginning to design the new website. He urged the board members and committee members to begin thinking about which widgets, functions and other components they wished to see on the new VEMA website. He additionally noted that planning for the 2016 VEMS is well underway and that it should be a fantastic symposium. He noted that attendees will receive charging sticks rather than water bottles and pads of paper. He additionally noted that the contract for VEMS 2018 has been signed and is in place with no resort fee. Finally he reminded the entire board that the Keeney Group has moved offices from downtown Richmond to the Innsbrook office park. All invoices, communications, etc. will be updated to list the new address. *(Bo, please add the new address here to be recorded in the minutes for reference.)*

Under committee reports the following items were presented to the board of directors.

- a) Conference Committee (Walter English)
 - o Noted that VEMS 2016 planning is well under way. The planning committee will conduct a site visit to the Newport News Marriott on Monday to finalize some onsite logistics. The committee has additionally set a goal of increasing scholarship funds so that the committee may award more recipients.
 - o Upcoming symposia sites have been scheduled: 2017 at Williamsburg _____; 2018 at the Homestead. The committee will begin looking at 2019 locations this winter.
- b) Legislative Committee (Hui-Shan Walker)
 - o No report other than the committee is waiting the 2016 general assembly session.
- c) Audit Committee (Robert Foresman)
 - o The audit committee continues to find no issues with the VEMA financials or the services which the Keeney Group is providing.
- d) Constitution / By-Laws Committee (Creig Moore)
 - o See New Business
- e) Scholarship Committee (Scott Wollek)
 - o Report Previously submitted. The committee continues to solicit applicants
- f) Membership & Marketing Committee (Sherri Laffoon)
 - o Representatives from VEMA recently attended the Women in Public Service conference to promote VEMA. They presented an overview of VEMA benefits to a variety of individuals. As a result of VEMA's participation a few new members have joined. Additionally the committee has agreed to exchange some free marketing with the Virginia Fire Chief's association.
- g) Awards & Citations Committee (Neal Turner)
 - o No report at this time

- h) Certification Committee (Brittany Schaal)
 - o The committee has met and reviewed a number of applications. They will publish a document for the VEMA newsletter. They are additionally looking for ways to improve language on the approval letters so that expectations are clear to all.
- i) Technology Committee (Vacant)
 - o Covered under the AMS information earlier in the meeting
- j) Nominations Committee (Mark Penn)
 - o The committee is going to meet in November to begin their work. They anticipate that they will follow the same procedures as previous years.
- k) VEMA Representative for National Weather Services' Storm Ready Board (Robert Foresman)
 - o Reported that the board is reviewing a few applications and should approve additional storm ready locations in the near future.
- l) Rep. for VDEM/VFP Stakeholders Group (Ad-Hoc) (Corey Beazley)
 - o No report
- m) Fire Programs (Ad-Hoc) (Cory Beazley)
 - o No report
- n) Strategic Planning (Ad-Hoc) (Jeff Fletcher and Scott Hudson)
 - o No report
- o) VOAD Rep (Amanda Reidelbach)
 - o It was reported that 4 of 12 VOAD groups are actively engaged and currently working on some training exercises.
- p) Student Representatives (Brooks)
 - o It was reported that Kevin continues to promote VEMA to student organizations throughout the commonwealth. He promotes the benefits of membership and the symposium.

Under Caucus Reports the IHE caucus reported on recent activities. Brittany noted that the committee has been relatively silent over the last quarter and that they have been struggling to increase their membership. The IHE leaders will soon meet with the VEMA board to see if there are ways VEMA can assist the IHE caucus. The caucus continues to struggle with defining VEMA membership benefits.

Under Old Business the fall forums and charging sticks at VEMS were reviewed.

Under New Business a variety of topics and discussions ensued.

Motion Maul/Fletcher for the name of the VEMA media award to be changed to the "Adam Ward Media Excellence Award." Motion passed unanimously.

Motion English/Foresman to propose a bylaws change for the general membership's consideration at the 2016 annual business meeting to adopt the VEMA code of ethics language as presented. Motion passed unanimously.

Motion English/Glazner to use the VEMA "round logo" for all VEMA materials including, but not limited to the website, letterhead, envelopes, business cards, etc. Motion passed unanimously.

Motion Schaal/Elliott to accept the Virginia Emergency Management Association strategic plan document as presented as the "VEMA 3-year strategic plan" for a period of Jan.1, 2016-Dec.31, 2018. Motion passed unanimously.

Under Regional Committee Reports the following were presented:

- Region 1 – No Report Submitted
- Region 2 – Commented on the Bike Race, a bridge exercise, the Caroline County school bus accident, stopping an active shooter threat and a mass vaccination exercise in Winchester.
- Region 3 – Report previously submitted
- Region 4 – No Report
- Region 5 – Report previously submitted
- Region 6 - No Report
- Region 7 – No Report

Under “For the good of the order” Walter English thanked the planning committee for all of their work. There being no further business, the meeting was adjourned at 12:15 pm.

Respectfully Submitted,

Cheryl Elliott, Secretary

DRAFT Virginia Emergency Management Association (VEMA) Strategic Plan

Mission Statement

“To promote, support and advocate the emergency management in the Commonwealth of Virginia.”

Vision Statement

“The recognized expert and advocate for excellence in the management of emergency preparedness, response, recovery, and mitigation throughout the Commonwealth of Virginia.”

For the purpose of this document, the emergency management community is defined as local, tribal, state, and federal representatives; academia; nongovernmental organizations; community members; and the private sector. In addition, any reference to communication or dissemination of information includes, but is not limited to, the VEMA website, newsletter, list-serves, and social media accounts.

Goals and Objectives

Goals

- I. To promote VEMA as the professional association for the Commonwealth of Virginia’s emergency management community

Objectives

- i. Support the all hazard emergency/whole community approach that encompasses all phases of emergency management.
- ii. Research, compile, and disseminate emergency management best practices, areas of improvement, and other related information to emergency management community.

- II. To promote professional development in emergency management throughout the Commonwealth of Virginia.

Objectives

- i. Sponsor programs that enhance the knowledge and education of the emergency management community.
- ii. Disseminate professional development opportunities offered by Virginia Department of Emergency Management (VDEM), Federal Emergency Management Agency (FEMA) and institutions of higher education.
- iii. Increase the number of individuals who acquire and maintain recognized VEMA certifications.

III. To facilitate and maintain professional relationships within the emergency management community.

Objectives

- i. Sponsor and participate in educational programs that may include workshops, seminars, symposiums, conferences and exercises to foster networking opportunities.
- ii. Participate in committees or workgroups with VDEM, FEMA, and other local, regional, state, federal and international organizations that help promote VEMA's mission statement.
- iii. Facilitate opportunities to engage with partner agencies outside the traditional emergency management community.

IV. To advocate VEMA's position on legislative issues related to emergency management within the Commonwealth of Virginia.

Objectives

- i. Educate VEMA membership on the legislative process.
- ii. Identify and attain a VEMA supported General Assembly sponsor(s) for the House and Senate.
- iii. Monitor the legislative process.
- iv. Provide legislative updates to the VEMA membership and other stakeholders.
- v. Develop legislation and obtain sponsorship of the interests to the VEMA membership.
- vi. Develop a prioritized legislative agenda and package prior to the commencement of General Assembly sessions.
- vii. Sponsor a legislative visit during the General Assembly session each year.

V. To increase membership.

Objectives

- i. Develop an ongoing membership campaign.
- ii. Promote the benefits of VEMA membership.