

HANOVER COUNTY COMMUNITY SERVICES BOARD

Public Awareness Committee

Meeting of July 18, 2022 – 4:30 p.m.

Hanover County Human Services Large Conference Room
12300 Washington Highway, Ashland, VA 23005

Minutes

Call to Order and Welcome

The Public Awareness Committee (“Committee”) achieved a quorum and convened at 4:38 PM. As the Chair, Ryan Hudson, was absent due to sickness, the Committee by unanimous vote appointed Linda Wilkinson Chair *Pro Tempore*. Also present were Anne Cross, Sue Randolph, and Gary Perkins. Ellen Bowyer (Senior Assistant County Attorney, Hanover County Attorney’s Office) and Ivy Sager (Executive Director, Hanover County Community Services Board) also were present.

The first order of business was to approve the proposed agenda and the minutes from the June 27, 2022, Committee meeting. The Committee approved the agenda as presented, but recommended that “New Business” be added to future agendas. The Committee requested that the meeting minutes be amended to correct Ms. Randolph’s name in two instances, and approved the minutes as amended.

Jean C. Harris Award

Ms. Wilkinson initiated discussion of the nominations form. Ms. Bowyer explained that the nominations form included in the Committee packet incorporated the Committee’s comments from its last meeting with some additional minor changes made to conform the language. Ms. Wilkinson confirmed her understanding that it is the person making the nomination – not the nominee – who initials the form to indicate that the nominee has agreed to the nomination. The Committee unanimously approved the form as presented.

Ms. Sager reviewed the deadlines for various steps in the award process as those were outlined in her e-mail of June 30, 2022, to wit:

- By mid-July – create promotional video, final webpage edits, provide information for Hanover Review
- July 25 – webpage goes live, nomination form available
- Week of Aug 3 – begin ongoing promotion in Mechanicsville/Hanover Local, Worship Watch, Community Resources Updates, etc.
- Week of Aug 15 – Promotion/Interview with Jeff Katz on his radio show
- Aug 26 – Hanover Review is distributed to all households in Hanover County
- Sept. 9 – nomination deadline
- Sept 12 – nominations distributed to all CSB Board members with scoring rubric

- Sept 16 – scores due
- Sept 19 – PAC meets before Board meeting, reviews scores and develops recommendation for honorees to full board; full board (closed session?) receives recommendations from PAC and makes final decision
- Sept 26 – invitations distributed
- Oct 26 – event

Mr. Perkins confirmed the deadlines for receipt of the nominations by the full Board and noted that this affords members only four days to provide their recommendations to the Committee, which then could meet in closed session to discuss the recommendations. This was confirmed as the general process, with Ms. Sager noting that the Board probably will have more than four days because she plans to send nominations out immediately following the closing deadline. The Committee discussed various other aspects of the schedule of actions.

Ms. Sager committed to bringing the scoring rubric back to the August meeting for the Committee's review. Ms. Wilkinson noted the importance of consistent scoring criteria and Mr. Perkins suggested that there be a discussion during the Board meeting later that day of the entire scoring process. Ms. Cross queried Ms. Sager re notification of the award process and celebration to the Board of Supervisors. Ms. Wilkinson asked about the involvement of the Director of Community Engagement, and Ms. Sager confirmed that she would be involved in the entire process.

The Committee then turned its attention to the promotion process, with Ms. Wilkinson noting again the discussion of the importance of involving the Director of Community Engagement. Ms. Sager emphasized the importance of all CSB members participating in the nominations process, and Ms. Wilkinson noted that a "challenge" could be issued to the CSB Board members to encourage them to identify and "recruit" the involvement of potential nominees.

The Committee discussed the nominations process in detail, specifically noting that they wish to allow Board members to make nominations directly. Ms. Bowyer noted concern about this approach, and promised to follow up with the Committee members to clarify her concerns. The Committee also discussed having nominations be anonymous with only Ivy and Anne being aware of who had nominated an individual or organization. [N.b. By e-mail dated July 19, 2022, Ms. Bowyer advised the Committee of her concerns relative to CSB members being able to nominate candidates for the Harris award.]

Regarding the award program: Ms. Sager noted she had supplied the program from prior years, along with a press release and invitation. She asked that Board members supply her with feedback on those documents and said this will be brought back to the Committee's August agenda. Ms. Randolph confirmed that Committee could review the outlined process at the next meeting to approve the final approach. The press release will be developed in close association with the Director of Community Engagement.

Committee's Action Plan for 2022

Mr. Perkins asked about the status of a lifetime achievement award to CSB staff. Ms. Cross queried the Committee regarding the criteria and ensuring it retains its exclusivity. Mr. Perkins explained that he was thinking of staff who had served for many years and dedicated their life's work to the CSB, and suggested the determination of nominees could be maintained within the Executive Committee. Ms. Randolph noted that she attended the employee appreciation event and observed that it could be improved in terms of the quality of the food and drink. The Committee decided to consider the question of employee appreciation further once the Harris Award is completed. Ms. McDaid had arrived for the full CSB meeting and having overheard the Committee's discussion, offered her support to an expanded and enhanced employee appreciation event.

The Committee adjourned at 5:26 PM.