

HANOVER COUNTY COMMUNITY SERVICES BOARD

Public Awareness Committee

Meeting of August 15, 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 4:33 PM. Present were Anne Cross, Gary Perkins, and Linda Wilkinson. Chair Ryan Hudson appeared via video. Sue Randolph was not present when the Committee convened but arrived shortly thereafter. 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 July 18, 2022, Committee meeting. The Committee approved the minutes and agenda as presented.

Jean C. Harris Award

There was some initial discussion relative to meeting logistics.

Scoring Rubric

Then the Committee turned to a discussion of the scoring rubric. Mr. Perkins asked whether additional numbers should be added to even out the scoring, but then decided that having additional persons scoring nominations (*i.e.*, the entire CSB Board) would resolve the matter. Ms. Wilkinson asked whether there was additional information relating to meeting or exceeding expectations. There was then a general discussion of how to avoid subjectivity so as to ensure an objective level of scoring, and the Committee determined that again, the larger number of reviewers would help ameliorate any issues arising from potential subjectivity. The Committee then unanimously approved the scoring form as presented.

Guidance on Encouraging Nominations and Award Promotion Process

Mr. Hudson noted that the Teams app has allowed him to send out nomination forms more easily. Ms. Bowyer explained that she thought it would be helpful to give Board members specific guidance as to how they might recruit nominees. Mr. Hudson noted the value of a promotional video and the Committee then viewed the video. The Committee also discussed promotional appearances on radio shows, including Live Virginia hosted by Bill Bevins. Mr. Hudson said he would be informing the Board tonight about his interview with Jeffrey Katz scheduled for 4:35 PM on August 24, 2022. Ms. Sager asked Mr. Hudson how she could assist

and Mr. Hudson asked that she prepare bullet points on the award. Ms. Sager also reported on her contacts with the Hanover County Sheriff's Office and efforts to promote the award locally within the Hanover County community.

Finalize Award Program

Ms. Cross reported that the church site has been secured and food is being arranged through the Hanover Women's Club. Mr. Hudson reported that he and Ms. Sager had communicated with Scott Harris regarding family support for the award program, including the involvement of grandchildren, and received a very positive and enthusiastic response. Ms. Sager noted that the award program had been put on the calendar for all members of the Hanover County Board of Supervisors. The Committee then discussed how to make donations to any award recipient and decided that this was not a viable option.

Committee's Action Plan for 2022

The Committee decided to forego any further discussion of action plan until work on the Harris Award is completed; Ms. Bowyer will draft future agendas accordingly.

New Business

Mr. Hudson noted that his approach towards all work is to seek a path forward. He asked that the CSB consider sponsoring a college scholarship for a County graduate who is seeking a Master's degree in social work. The CSB could develop an endowment and award scholarship at graduation. Mr. Perkins said he heartily supported this idea and would consider the endowment as a destination for his Board stipend. He also recommended that the scholarship be provided to all four high schools. The Committee concurred and asked Ms. Sager to investigate the logistics towards establishing a first set of scholarships in the 2023 graduation year.

The Committee adjourned at 5:23 PM.