



Richmond Participatory Budgeting Commission
Agenda - 11/1/2023

Agenda

1. Welcome/Approval of Minutes - 5 min
2. Updates - 15 min
3. Timeline Review - 10 min
4. Engagement Plan Review - 30 min
5. Partnerships - 15 min
6. Commission Planning/Next Meeting 12/6 - 10 min

Meeting Notes

Welcome

Introductions

Commission members do introductions

Abigail Delaney is joining as the new District 2 commission member.

Seth Knight - the new director of Storefront for Community Design

Approval of Online inclusion of Commission Members

Jerome moves, Erin seconds - All approves

Approval of previous meeting minutes

Jerome moves and Mary second - All approves

Agenda Review

Updates

Drafting of Governing Agreements - We need to draft these with new commission members joining. Really focusing on how we work together.

Design work is taking place

Hanbury is doing both the one pager and the rulebook. This is still being worked on. Talking with Rhudy and Co about the website. Still waiting on that. Conversations with a videographer about creating a 3 min video. We've looked at various examples and are looking at developing a video that is more about the individual experience of pb. Recommendations from Commission to focus on community, include city council members, possibly also do a white board video that helps to describe RVAPB. Talk to Jeff Taylor at Richmond Technical Center.

Partnerships

Talking with mOB at VCU about being a client for class in spring. How do we bring people into the RVAPB process.

Jobs

Two are posted - Civic Innovation Manager and Engagement

Are there any applicants? Contacted not City Council Chief of Staff.

Possible contact VCU Business and other to promote.

Matthew will pass these job descriptions to the Commission

1 on 1 meeting with City Council

Meeting with them to connect and review the Rulebook. Positive Response from Addison, Nye, Lynch, Jordan. Meeting with Lambert shortly. Still trying to contact Newbille, Robertson, Trammel, and Jones.

Oludare - mentioned support efforts to connect with Robertson and Newbille.

Matthew - Asking Commission members to try to

Roll out

Waiting until after the casino vote to roll out RVAPB efforts. Doing a more formal presentation to the City Council possibly in Dec. Hoping to have the Commission take the lead on doing that presentation. Jan 1 - more formal press releases out. Spring is then focused on education, by attending meetings and a monthly PB workshop.

Jerome - When rolling out RVAPB, we need to be animated enough so that people can see and be aware. This will bring people up to snuff about RVAPB.

Oludare - We need to make sure this is on people's radars.

Erin - Newspapers are not covering local info any more. We need to get out to people.

Jerome - Who are the key players to help get this out.

Abigail - Expanding our social media outreach and connecting with people.

Jerome - Creating a strong social media presence is important.

Matthew - Exploring the ways that RVA PB can be present in the public. Transit Center, Buses, etc.

Need to use communication plan and access City communications to push this RVAPB out.

Timeline

Matthew created a timeline using a google spreadsheet to lay out the overarching process for RVAPB. Needed to do this to see the comprehensive picture for RVAPB.

<https://rvapb.org/2023/10/05/a-timeline-for-rvapb/>

This will allow us to better plan to develop the overarching plan for a successful execution of RVAPB.

Erin - This is a lot

Jerome - Feels like we know what we are doing and this will move forward.

Matthew - Acknowledges that we will have staffing and greater support to get this done in the near future.

Oludare - Need to find good people to fill these positions. We are going to be trying to find someone that knows how to run a campaign.

Erin - This role is not just administrative. It requires someone that knows people and has relationships.

Jerome - Possibly find a campaign manager from one of the many electoral issues.

Erin - We need to recognize that we are not only walking the community but also ourselves as well. We need to find people that are ready for this. The first couple of meetings should be with people we know are ready to build momentum and interest.

Oludare - We need someone that can manage the various components.

Community engagement plan

Engagement Plan - Draft 1

Similar to the Communications Plan and Evaluation Plan, the Community Engagement Plan is meant to set the foundation for engagement with RVAPB. It is focused on two way engagement with the community, creating deeper relationships. The document is for the new staffers. The

plan includes historical precedents like the neighborhood teams process and the Richmond 300 process, and participants requested time to review it before discussing further. Uses diagrams for general recommendations for successful engagement processes/practices.

General consensus is that the Commission needs some more time to read through it.

Jerome - we need to be clear about what commitments we are making and being direct.

Partnerships

Who might be partners for RVAPB? Commission was asked to share 5 possible partners from their neighborhoods

Oludare - City Gardens - people are steadily participating in those efforts.

Matthew - these can be institutions, example - VA Community Voice, organizations, people, and events

Library - a partner to share info.

Jerome - Richmond Citizen Coalition, Historic Communities, Historic Richmond, VA Housing Coalition, VA Supportive Housing

Mary - In the 9th District - Latinx population. LULAC - Latino Association on the southside, civic associations, get the info out to the governing body to then share more broadly. Southside Releaf

Abigail - Area Agency on Senior Connections, Richmond Habitat for Humanity,

Jerome - Valentine Museum

Matthew - Storefront. We need to ask what we are actually asking these groups to do.

Seth - Youth Voice - people working in youth programming. A direct connection to RPS.

Matthew/Mary/Jerome - Milondra at Marshall HS

Start to think about who these groups are and begin to create a contact list. Google doc is a way to start to document these contacts.

<https://forms.gle/ssWdyovQ9HS9vwhT7>

Really start to think about at what level people might engage. Eventually mapping and even doing a power map. Who are our allies for RVAPB?

Jerome - Non profit vs Corporate involvement. We need to engage both. Dominion Energy, Capital One,

Abigail - Altria

Abigail - Non profit board members have corporate connections. We should contact them.

Matthew - Schools - VCU, U of R, VUU

Seth - Reynolds

Erin - Orgs at 1717 - Partnership, who do I know and who do I interact with. What do we want from them? What is our ask? Extensions of our professional networks.

Matthew - There are various asks. Baseline getting fliers up.

Mary - Do we want to connect with religious communities. Various types of churches. Korean Church on Southside.

Jerome - Churches can be powerhouses of community engagement. We should think about partners reach and the overlapping of those connections.

Matthew - Should be competing or making another thing. How do we magnify to build trust.

Jerome - RVAPB needs to have a long range plan. Overcoming political issues.

Oludare - What about the mayor and possible complications with funding.

Matthew - Making RVAPB a campaign issue and we definitely need to make it a long term.

Jerome - RVAPB needs to be on the national stage. RVAPB can have an impact. Making RVAPB politically important to Richmond.

Oludare - Need to be focused on being as open across political divides.

Jerome - adding RVAPB to campaign platforms.

Oludare - RVAPB is progressive.

Jerome - RVAPB is easy to talk about

Seth - Plays to both sides - voice and collaboration.

Matthew - Using the tag line - These are your tax dollars and you should have control of it.

Next meeting - 12/6

Moving the meeting around the City.

Meeting attendees discuss finding a new location for the next meeting, with potential partners to share neighborhood work.

Erin - Can do this in February and is willing to support.

Commission discusses potential locations for a community center in Fulton, including a neighborhood center, recreation center, and school space. Fulton resource center.

Blackwell Community Center - done through Rec and Parks

Hull St. Library - closes a bit earlier.

Matthew - will check in with VA Community Voice and Blackwell for December. Aaron can do Jan. Erin in February.

Mary - 9th District in March. Southside Community Center.

Northside? - April VCU Health Hub or Peter Paul?

Mary - Downtown YMCA has a nice meeting space.

Matthew - Reminding that moving the meeting around is meant to make them more accessible.

Jerome - City needs to send a notice for the RVAPB meetings.

Mary - Does the RVAPB Commission Meeting get publicized by City?

Matthew - We need to invite people. Focusing on getting the right people in the room.

Mary - Art 180 - Nicole Jones - might be an option.

Matthew will work on what December will look like. If not, we will come back to downtown library.

Agenda for next meeting

1. reviewing engagement plan and providing feedback
2. discussing potential partnerships.
3. Updates on the hiring process - candidates?

Action items

- Sharing hiring ads with Commission
- 1 on 1 meetings with council members
- Plan for December Meetings
- Connect with Abigail.