

Star City Strong Recovery Fund Task Force
MEETING MINUTES
July 1, 2020

Pursuant to Section 4.0-01(g), Chapter 1283, Virginia Acts of Assembly (2020 Session), this meeting shall be conducted by electronic communication means without the presence of a quorum physically present in one location. The public will have access to observe this meeting by contacting the City Clerk at (540)853-2541 or clerk@roanokeva.gov by Wednesday July 1, 2020, at 9:00 am. The City Clerk will provide individuals with the information necessary to access this meeting. A recording of this meeting will be posted by the City and the link will be at the pages of the City Manager and the City Clerk.

1. Roll Call

Vice-Mayor Mayor called the meeting to order and request roll call. A quorum of members were present:

- Vice-Mayor Cobb
- City Manager Cowell
- Pamela Smith
- Tommy Page
- Jan Keister
- Andrea Micklem
- Bethany Lackey
- Antonio Segovia
- Brian Wells
- Tamea Franco
- Chris Bryant
- Carol Rowlett
- Karen Pillis
- Ellen Stick
- Rachel Hopkins
- Jerel Rhodes
- Cheryl Moseley
- Cynthia Lawrence
- Landon Howard
- Joyce Waugh
- Pete Eshelman
- Abby Hamilton
- Shaleen Powell
- Carole Tarrant
- Elda Stanco-Downey
- Brenda Hale

Others in Attendance:

- City Attorney Callaghan
- Tiffany Bradbury
- Brent Robertson
- Angie O'Brien
- Amelia Merchant

2. Reading and Approval of Minutes from 6/26/2020 Meeting of the Task Force

Vice-Mayor Mayor asked for any questions or changes on the minutes from the June 26 meeting. Receiving none the Vice-Mayor asked for a motion and second for approval. Minutes approved unanimously by members in attendance.

3. Reports of Officers

Vice-Mayor called for reports of Officers – the only report offered was from the City Manager indicating the Mayor was unable to attend the meeting due to a conflict and he sent his regrets.

4. Unfinished Business

Vice-Mayor asked if there is any unfinished business – City Manager Cowell gave a very brief refresher on what was discussed at the last meeting and a reminder of the purpose and timeline of the work being done by the Task Force.

5. New Business - Discussion of Initiatives for City of Roanoke

Vice - Mayor opened New Business and requested the City Manager provide an update. The City Manager highlighted the information that was provided with the meeting announcement and presented a brief overview of the interwoven equity information being used in the Comprehensive Plan along with some common definitions and examples of equity. The City Manager also mentioned that we have received information from some of the members after the meeting and encouraged others to keep sending ideas as they are very helpful and will get incorporated into the larger discussion. The City Manager mentioned that additional FAQ's regarding CARES funding released June 29 will be forwarded to the members.

The City Manager then explained what was to occur next – members will be virtually moving into breakout rooms to have focused discussions around each of the identified sectors. Members were assigned to a room based on the sector they were appointed to represent or if a special interest or citizen member, somewhat randomly. There were generally 7-8 members in each room and a staff person. The staff person was there to remind the members of the questions being discussed, to keep the conversation moving and to help ensure everyone has the opportunity to participate. A member from each group was asked to serve as the note taker and to report out to the larger group when it reconvened. The breakout lasted approximately 45 minutes.

Each group was asked to base the breakout conversation around the following question:

As you organization/businesses similar to yours look ahead toward recovering from the impacts of COVID what 2-3 significant issues/concerns do you foresee? What programs/initiatives might help overcome those issues/concerns?

Once everyone returned to the Main Room, Vice-Mayor Cobb facilitated the reporting out from each of the groups. The summary of ideas from this meeting are indicated on the attached matrix.

The City Manager requested the group let him or the Mayor/Vice-Mayor know if they have any questions or need any data or information that will assist them as their work proceeds.

The City Manager questioned the group if they believe it would be more beneficial to have the open public meeting as they generate ideas or as they prioritize ideas. The consensus was that while they acknowledge the public hearing is likely to generate new ideas, its primary objective should be to aid in the prioritization of ideas that the Task Force has initially identified. **The public hearing is tentatively scheduled for the evening of July 14.**

6. Announcements – Next Steps/Next Meeting 7/8/2020

The Vice-Mayor announced that the next meeting will be July 8 beginning at 11:00 and again will be held virtually. The focus of the next meeting will be to shift from idea generation to both detailing them out a bit further and beginning to prioritize

7. Adjourn

The Vice-Mayor adjourned the meeting at 1:15 pm

| Health Care/Bio-Medical Research | | |
|---|--|---|
| | Recovery | Resiliency |
| Individual/Family | Child Care | |
| | Programming geared toward seniors | Funding for front-line health care workers – often minority and often low-pay |
| | Access to healthy food | |
| | Funding for enhanced/expanded mental health | Funding for enhanced/expanded mental health |
| | Assistance with interpretative services | Funding for addressing trauma |
| Business/Organization | Child Care | |
| Community | Increased availability of testing | Funds to link unemployed to health sector jobs |
| | Increased access to PPE for community members | |
| Hospitality/Entertainment | | |
| | Recovery | Resiliency |
| Individual/Family | Workforce funds to regain employment | |
| | Child Care | |
| Business/Organization | PPE | Ability to host large groups |
| | Funds to support link between restaurants and live performing arts | |
| | Funds to bring back furloughed employees | |
| | Child Care | |
| Community | Marketing funds to promote reopening | |
| Small Business | | |
| | Recovery | Resiliency |
| Individual/Family | Child Care | |
| Business/Organization | Funds to support link between restaurants and live performing arts | |
| | Funds to bring back furloughed employees | |
| | Funds to support outdoor-oriented small businesses | |
| | PPE | |
| | Child Care | |
| | Assistance with HR & legal questions | |
| | Funds for “back-office” help | |

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| | Funding to link non-profits and restaurants | |
| | Funds for Micro-businesses/gig workers | |
| Community | Funds to promote women and minority owned businesses | |
| Manufacturing | | |
| | Recovery | Resiliency |
| Individual/Family | | |
| Business/Organization | PPE | |
| | Assistance with HR & legal questions | |
| | Technical assistance for online presence | |
| Community | Funds to promote women and minority owned businesses | |
| Outdoor Recreation | | |
| | Recovery | Resiliency |
| Individual/Family | | |
| Business/Organization | Funds to support outdoor-oriented small businesses | |
| Community | Funds to support maintenance and enhancement of outdoor assets | Funds to support maintenance and enhancement of outdoor assets |
| | Funds for smaller events & festivals | |
| | COVID-safe parks and recreation programming | |
| Vulnerable Population/Non-Profits | | |
| | Recovery | Resiliency |
| Individual/Family | Child Care | |
| | Funding for enhanced/expanded mental health | Funding for enhanced/expanded mental health |
| | Access to healthy food | |
| | Assistance with Utilities | |
| | Assistance with Rent and Mortgages | |
| Business/Organization | Child Care | Funding to replace revenue used in response and recovery phases |
| | Assistance with interpretative services | |
| | Funding to link non-profits and restaurants | |
| Community | Funds for liaison between non-profits and parents/families | |

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| | System navigation | |
| Arts & Culture | | |
| | Recovery | Resiliency |
| Individual/Family | | |
| Business/Organization | Access to Technology (Provider and Students) | Funds/Assistance to host smaller live events vs all virtual events |
| | Grants | |
| | Partnerships with Schools | |
| | Technical support to increase online presence and create virtual offerings | |
| | Grants to minority-operated businesses/organizations | |
| | Technical Assistance for grant applications/funding pursuits | |
| | Funds to support link between restaurants and live performing arts | |
| Community | Marketing funds to promote reopening | Reinforce marketing/awareness of downtown to maintain "brand" |
| | Funds to further youth enrichment initiatives as a complement to school-based instructions | |
| Education | | |
| | Recovery | Resiliency |
| Individual/Family | Child Care | |
| Business/Organization | Child Care | |
| | Funds to address COVID-related expenses – transportation, technology, PPE, cleaning | |
| | Funds to create/enhance internet access | |
| | | |
| Community | Schools collaborating with various community partners to increase in-person offerings to students | Framework/Structure to guide community support of educational needs of youth in community |
| | Funds for youth advocates/programs - trauma | |