

Roanoke City Gun Violence Commission/ Community Stakeholders Meeting
 Meeting Minutes
 12/10/22, at 5:35 pm Gainsboro Library

Commissioners Present: Joe Cobb, Tim Harvey, Eric Anderson, Decca Knight, Nicole Ross, Stacey Sheppard, Elliot Major

Commissioners Absent: Shakira Williams, Kathy Cohen

Topic (Agenda Item)	Notes from Discussion
Roll Call	<p>See roll call above</p> <p>Quorum present</p>
Approval of Minutes from November 2022	<p>Motion: Stacey</p> <p>2nd: Nicole</p> <p>Motion passes</p>
Old Business	<ul style="list-style-type: none"> ● Gun Violence Prevention Marketing Campaign Recommendations: Mike Bento <ul style="list-style-type: none"> ○ See Powerpoint presentation ○ Consistent themes from research ○ Challenge of the credible messenger ○ Leaned heavily on the CDC’s framework for preventing youth violence ○ Opportunities <ul style="list-style-type: none"> ■ Connecting youth to programs ■ Creating a protective community environment ○ Campaign Themes <ul style="list-style-type: none"> ■ Promote social programs ■ Hold up examples of success ■ Social Norm Theme/Reframe around the positive ○ Three weeks ago: focus groups with moms <ul style="list-style-type: none"> ■ Described a high level of anxiety about gun violence

- Felt sense of abandonment
- Focus group with high risk youth
 - Recruited by mentors
 - Presented how you could connect with programs
 - No interest in programs
 - Not strong parental support for participation and engagement
- Public Health Goals: Reduce Violence
- Marketing Goals:
 - More caregivers aware of and engaged in local programs
 - Build support for the public health approach
- Primary audience:
 - Parents and caregivers of young people
 - Adult influencers of youth
- Secondary audience:
 - Youth
 - Community leaders
 - City leaders
- Outcomes:
 - Primary: parents/caregivers, influencers, know that “they are not alone”
 - Secondary: Young people, parents/caregivers, and the broader Roanoke community as a deviation from current patterns
- Strategies:
 - Drive participation to specific programs currently available
 - Elevate the profile of community leaders past and present
- Drive:
 - What’s Good, Roanoke?
 - Promoting services
 - Website with access to core services
 - What’s good this week?
 - Geo-targeted
- Examples of “What’s Good Roanoke” for door hangers, posters, bus campaigns, etc.
 - Promotion of site citywide, with a concentration in impacted neighborhoods

- Elliot expresses concerns about getting this information to our targeted age group of 18-35 years of age and about the lack of things happening in NW Roanoke. Concerned about the campaign making people feeling like the “good things” aren’t happening in their neighborhood
 - Mike states that this campaign is about the long game
- Elevate - We Are Roanoke
 - Union of two themes
 - Promote a positive community norm
 - Bring to life those who existed before me such as Burrell, Addison, Claytor, etc.
 - Portraits done by Roanoke artists in the communities
 - Community Watch of ancestors and elders
 - Put the campaign on large murals throughout the community
- Victoria Thomas present in collaboration with the TAP
 - From Roanoke: discusses the hard places that our youth live
 - Shared how youth are so interwoven with social media
- Joe makes the point of putting the faces of people that they know in these campaigns like Antonio, Eboni, Rosser, etc.
- Chris Roberts affirms the campaign
- Polly Branch says a mural is great but how do we meet the needs of marginalized communities
- Joe says that a common theme needs to be HOPE
 - We need it in a substantive way and a symbolic way
- Continued conversation around how to reach those who don’t trust systems
- Eric says that this campaign is only a part of this puzzle and encourages the social media presence

Funding Review for Gun Violence Prevention and Intervention Efforts

- Gun Violence Intervention Program Grant:
 - \$12,000 towards bringing on a research partner regarding evidence based practices
 - \$125,000 for community activities
 - Six program areas of grant: education, SEL curriculums, basic trauma and resiliency training, conflict resolution training, mentoring programs, urban farming, youth employment opportunities
- AARPA Funding: \$150,000 for programs and initiatives of this commission
- No general funding in city budget
- Programs must be sustainable
- Youth Service Providers Collaborative City-wide Talent Show Request
 - See proposal from TAP

- We approved the \$3,000.00 for the marketing piece last meeting
- Joe states that this may come from ARPA funding
- Nicole states that this came from what the students are asking for
 - Elementary students showcase
 - Middle and High eligible for monetary award
 - Prizes: \$500, \$300, \$200
 - Every student will receive a \$25.00 award
 - Addressing students who are not performers
 - ROTEC developing a set
 - Every student will have a role
- Changed to the Jefferson instead of the Berglund center
- Individuals can market their business
- No one showed up for the audition
 - How do we market better?
 - Sent to 20 organizations
 - Next step in marketing
 - Influencer
 - QR code
 - Go into the schools during lunch
- Next audition is Jan. 28th, 2023
- Includes workshopping with the kids during each engagement similar to a RAP session
- Joe asks if the Jan 28th audition doesn't bring in people could we move the date?
 - Nicole says that that is doable
- Angie asks if there is another event we could pair this with? Like the Youth Summit
 - Nicole with talk with Doug Jackson and Anita Price
- Nicole reiterates that this is not a TAP event this is a YSPC event
- Eric says that every school does a spring talent show
 - This would change the timeline
 - This would eliminate auditions
 - Joe suggests using the marketing dollars already approved and then revisit in the January meeting
 - Nicole will ask the Jefferson for an extension
 - Marketing company needs to be paid
- RRHA/TICN collaboration: Decca

	<ul style="list-style-type: none"> ○ See proposal <ul style="list-style-type: none"> ■ Eight community events: four at Jamestown and four at Envision ■ Inviting community partners ○ Motion to approve \$5,000 for RRHA to help host these events: Elliot ○ Second: Nicole ○ Motions passes
New Bussiness	<ul style="list-style-type: none"> ● Gun Violence Prevention Commission Strategic Planning Retreat <ul style="list-style-type: none"> ○ Guided process to create a working document ○ Joe recommends Alison Jorganson with Council of Community Services ○ Possible dates: Joe will send out a Doodle Poll ● Youth and Gang Violence Prevention Unit Update: Chris Roberts <ul style="list-style-type: none"> ○ Life Skills ○ Gang involvement assessment ○ Community healing circles ○ YMCA activities ○ Relocation services: 3 families ○ Suppression activities ○ Gang intel meeting ○ Project Pinpoint: Cheryl Mosely with UWRV <ul style="list-style-type: none"> ■ Identified blocks with highest incidences of violence ■ Took 17 Thanksgiving meals to that block ■ Decorated 5 houses houses for Christmas ■ Will ask individuals from the block to join committees ○ FedUp <ul style="list-style-type: none"> ■ Call out to Chief Roman ■ Develop a police and community group to meet once a month ○ Royalty affirmation <ul style="list-style-type: none"> ■ Begin process of becoming a city/school affirmation ○ Empathy project continuing ○ Looking to join with the greater workforce development board

	<ul style="list-style-type: none">○ Looking to do community circles at the detention center○ Soul lounge and working with Bryan Hancock○ Working on documentation and data from an administrative standpoint
Announcements	Gun Violence Prevention Commission Meeting, Tuesday, January 17, 2022 at 5:30pm
Adjournment	8:00 adjourn