



Roanoke Valley-Alleghany

# REGIONAL commission

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May 22nd, 2024

The May 2024 meeting of the RVCR Advisory Committee will be held as follows:

**DATE:** Wednesday, May 22nd, 2024

**TIME:** 9:00 A.M.

**LOCATION:** Roanoke Valley-Alleghany Regional Commission office  
(Top Floor Conference Room), 313 Luck Ave., SW, Roanoke, VA

## AGENDA

1. Call to Order, Roll Call, Introductions..... *Chair Clark*
2. Approval of Consent Agenda ..... *Chair Clark*
  - Today's agenda
  - Minutes of the March 20<sup>th</sup>, 2024 CAC meeting

**ACTION REQUESTED:** Approval of consent agenda, voice vote
3. Chair's Remarks..... *Chair Clark*
4. RVCR Organization Study Update.....*Mary Beth Dunkenberger*
5. Recovery Ecosystem Conference Update .....*Scott Weimer*
6. VOAA Updates.....*Executive Director, Jeremy Holmes*
  - April 2024 Applications.....*Wayne Leftwich, Madeline Hanlon*
  - Subcommittee Budget Recommendations.....*Janine Underwood*
7. Staff Updates... ..*Director Robert Natt*
8. Stakeholder Meeting Planning..... *Bailey Helgeson*
9. Other Business
10. Comments from Committee Members and/or the Public



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## 11. Adjournment

### **Public Input Policy**

“At the end of each Regional Commission meeting, the Commission will allow for an open public forum/comment period. This comment period shall not exceed one-half hour in length and each speaker will be asked to sign up and be allowed a maximum of three (3) minutes to speak.”

### **ADA Compliance**

The Roanoke Valley-Alleghany Regional Commission intends to comply with the Americans with Disabilities Act and confirms that the office located at 313 Luck Avenue, SW, Roanoke, VA is ADA compliant. If you have a disability and wish to request assistance or a special accommodation, please inform Bryan Hill at 540-343-4417 or [bhill@rvarc.org](mailto:bhill@rvarc.org) no later than 48 hours in advance of the posted meeting.



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## MINUTES

The March meeting of the Roanoke Valley Collective Response Advisory Committee was held in person on Wednesday, March 20 at 9:00 a.m.

### 1. Welcome, Call to Order, Introductions

Chair Clark called the meeting to order at 9:02 a.m. A quorum was present.

#### VOTING MEMBERS ATTENDING

|                        |                                    |
|------------------------|------------------------------------|
| Lee Clark              | Roanoke Rescue Mission             |
| Nancy Hans             | Partnership for Community Wellness |
| Jeremy Hartman         | City of Salem Fire EMS             |
| Letitia Hawkins-Beatty | Blue Ridge Behavioral Health       |
| Linda Hentschel        | Family Services                    |
| Janine Underwood       | Bradley Free Clinic                |
| Cynthia Morrow         | Virginia Department of Health      |
| Scott Weimer           | Virginia Tech                      |
| Christine Wright       | The HOPE Initiative                |

#### VOTING MEMBERS ABSENT

|               |                 |
|---------------|-----------------|
| Cheri Hartman | Carilion Clinic |
|---------------|-----------------|

#### OTHERS PRESENT

|                      |                                     |
|----------------------|-------------------------------------|
| Jeremy Holmes        | Executive Director, RVARC           |
| Robert Natt          | Director, RVCR, as acting Secretary |
| Bailey Helgeson      | Peer Recovery Coordinator, RVCR     |
| Dr. Joseph Rosenberg | Grant and Program Administrator     |

### 2. Action Requested: Approval of Consent Agenda

Consent Agenda items were as follows:

- A. March 20<sup>th</sup> agenda
- B. February 14<sup>th</sup> meeting minutes

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C. March 1<sup>st</sup> work session attendance

**MOTION:** by Mr. Hartman to approve consent agenda. The motion was seconded by Ms. Hentschel.

**CAC ACTION:** Motion carried unanimously.

3. **Chair's Remarks**

Mr. Clark thanked everyone for their work around the March work session. The agenda will reflect some of the changes and ideas discussed at the retreat.

4. **Staff Update**

Mr. Natt notified the committee that he will begin including staff members to share in these updates, and provided a budget overview.

A large component of the SAMHSA (Substance Abuse and Mental Health Services Administration) grant is focused on training, and Ms. Helgeson discussed progress over the past year. Ms. Hans mentioned about the program in the jail and working with mothers in recovery and the splendid work that Ms. Helgeson is doing within the program. Mr. Natt discussed the growth opportunities for collaboration with faith-based groups in our catchment area.

Mr. Rosenberg discussed the progress he has made with his responsibilities in evaluation of the Substance Abuse and Mental Health Services Administration (SAMHSA) grant and building relationships with our colleagues at SAMHSA. He also discussed the development of assessment instruments and desire for geographic expansion to comply with the SAMHSA grant. We need to move out into Alleghany, Franklin, and Craig counties. Mr. Rosenberg also discussed grant expectations of the new CPRS (Certified Peer Recovery Specialist) and their focus on education.

Mr. Natt discussed issues in obtaining access to FAACT (Framework for Addiction Analysis and Community Transformation) platform. He is working with GCOM to restore access.

Mr. Clark thanked Ms. Helgeson and Mr. Rosenberg for their work, and expressed his willingness and the CAC to assist with the work in Alleghany, Franklin, and Craig counties.

Mr. Natt discussed the progress on the technical website updates and the Places of Recovery video campaign. The discussion continued about video production. Members of the CAC asked if we had a marketing plan and if one could be developed.

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Mr. Natt asked for the CAC to provide input on campaign ideas. In addition, he asked if members of the CAC have story ideas for Places of Recovery to forward them to him. Ms. Wright asked how one can embed the Places of Recovery videos in their communications. Mr. Clark asked for the staff to provide them with a technical guide as part of the marketing plan. Ms. Hans asked if we could consider broader guidelines with communication suggestions for the various awareness months, etc. like a Content Release Calendar.

The First Lady's office has reached out to RVCR about considering a presentation at the April 3<sup>rd</sup> Stakeholder meeting. Mr. Natt will invite staff to present an update on the *It Only Takes One* campaign.

Mr. Natt asked the committee for input on the effectiveness of parental pledges. The group indicated that they didn't expect significant behavioral change from pledges, but they would not hurt to include in a campaign.

## 5. Study Update

Mary Beth Dunkenberger provided a brief update via e-mail. She is hoping to be done in the next few weeks. Ms. Hans inquired about the difference between the interviews and online survey.

## 6. Update on March 1<sup>st</sup>, 2024 Work Session

Mr. Clark and Ms. Underwood are working on a new agreement with the Commission. It will be brought to the CAC when the work is completed.

They recommend rescoping the OAA grant, and invited a subcommittee to work on reviewing the budgets and to provide a proposal to the CAC. Ms. Wright communicated a concern that there should be someone on this subcommittee who would represent the voice of persons in recovery.

**MOTION:** by Nancy Hans to authorize a subcommittee comprised of Mr. Natt, Mr. Clark, Ms. Underwood, Dr. Hartman, and Dr. Morrow. The motion was seconded by Scott Weimer.

**CAC ACTION:** Motion carried unanimously.

Mr. Natt suggested inviting Wayne Leftwich from the City of Roanoke and Madeline Hanlon from the Roanoke County to join the CAC. This will foster increased collaboration between RVCR and localities, particularly in all aspects of OAA grant planning and administration. Mr. Clark also suggested looking at committee

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expansion to better reflect the representation of our catchment area.

**MOTION:** by Jeremy Hartman to invite Wayne Leftwich and Madeline Hanlon to join the CAC. The motion was seconded by Letitia Hawkins-Beatty.

**CAC ACTION:** Motion carried unanimously.

Mr. Clark mentioned interest in establishing an independent 501(c)3 for the Collective Response.

**MOTION:** by Janine Underwood to begin exploring entity formation. The motion was seconded by Nancy Hans.

**CAC ACTION:** Motion carried unanimously.

## 7. **Recovery Ecosystem Conference**

Dr. Weimer provided an update on conference planning. Registration is scheduled to begin on May 1<sup>st</sup>, 2024. The group is initially planning to begin with a day focused on judicial activities around Drug Courts. Mr. Weimer asked for assistance in identifying speakers and the target audience.

## 8. **Other Business**

Ms. Hans mentioned that email addresses appear in duplicate on some meeting invitations. Mr. Natt mentioned that the list is managed within Hubspot, and he will investigate it to resolve the issues.

The meeting adjourned at 11:30am.

Robert Natt, Secretary  
Roanoke Valley Collective Response Advisory Committee

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## **STAFF REPORT**

### **May 22, 2024**

SUBJ: FY24 VOAA Budget Recommendations

**Background:** The Regional Commission received funding from the Virginia Opioid Abatement Authority (VOAA) to fund the core operations of the Roanoke Valley Collective Response for fiscal years 2024 through 2028 through a Cooperative Partnership Program Grant, with first-year (FY24) funding amount of \$500,000. Due to several delays and the standing-up of the VOAA as a brand new agency, the funding was not received until December of 2023, and both the City of Roanoke as the fiscal agent for the grant, and the Regional Commission understood that unspent funds would carry over to the next fiscal year, in addition to the funds already budgeted for that year and submitted with the original five-year grant. This assumption had been previously communicated to the CAC in the context of a broader effort to review future budget years and reconsider/rescope those budgets and associated program activities.

On April 29<sup>th</sup>, 2024, Regional Commission staff received notification from the City of Roanoke that the VOAA indicated there would be no carryover in FY24 funds; or rather, that any unspent funds from the first year would carry forward to support the FY25 budget. The City of Roanoke has requested recommendations for activities that can be charged to the FY24 budget before June 30<sup>th</sup> that fall within the existing scope of the Cooperative Partnership Grant so that as much of the \$500,000 budget can reasonably be used.

The goals of the VOAA Cooperative grant are as follows:

1. Support individualized and collective needs of regional localities by: convening, planning, and advising on best practices; matching service providers with localities and collaborative organizations; expanding geographically to serve all localities in Roanoke Valley - Alleghany Regional Commission's service area; provide technical assistance on prioritizing needs.
2. Increase visibility of RVCR to foster increased participation and collaboration across organizations and localities.
3. Improve visibility and compatibility among data systems across the medical, planning, and emergency response sectors to enable more effective data sharing and reporting.

As of May 1, approximately \$22,000 of the VOAA funds have been expended.

**Recommendations:** After reviewing the goals of the VOAA grant, the existing budget, and coordinating with both City of Roanoke staff and the Chair and Vice Chair of the CAC, staff are recommending the following activities:



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*Proposed FY24 VOAA Budget Items*

| Item                        | Description   | Amount                |
|-----------------------------|---|-----------------------|
| Staff Time                  | RVCR Director Robert Natt and Commission Executive Director Jeremy Holmes have charged administrative time supporting the RVCR to the ARPA funding received by the City of Roanoke. Staff recommends reallocating that time beginning July 1, 2023 from ARPA to VOAA. This will use FY24 VOAA funds and free up ARPA funds, which we have until December 2024 to spend.   | \$60,000              |
| Virginia Tech Asset Mapping | The Asset Mapping project undertaken by Virginia Tech to update current resources and include new resources from communities outside of the scope of the original asset mapping effort in 2018 was originally going to be charged to ARPA. We recommend charging this project to VOAA   | \$30,000              |
| Places of Recovery          | The RVCR has developed 6 video testimonials supporting the Places of Recovery campaign, an educational and stigma-reduction campaign designed to improve awareness of and access to regional resources. Staff recommends a significant investment in this campaign to develop an inventory of videos telling stories from across the RVCR service area and connecting to the broadest possible array of services. The effort would include improvements to the YouTube channel and additional support materials to help CAC members and stakeholders use the materials effectively over FY25, including an editorial calendar, social media copy, and more. | \$65,000              |
| Website improvements        | Along with the expansion of the Places of Recovery campaign, staff recommends searchability and usability improvements to the Resource Directory site on the collective response webpage to better campaign responses to that effort  | TBD                   |
| <i>Total</i>                |   | <i>&gt; \$155,000</i> |

The above budget items plus the existing \$22,000 of VOAA expenses would bring the total charges to the FY24 grant to at least \$177,000, with one outstanding items waiting for budgets to be scoped at the time of this report. This leaves a balance of \$323,000 in the FY24 budget unspent to support the current FY25 budget of \$399,000.

**Action:** Consider support for the budget items as proposed, and recommend additional items for consideration.