



Public Health Advisory Commission of Alexandria

Minutes of the SUBCOMMITTEE for FLORA CASEY PUBLIC HEALTH AWARD February 9, 2025 Virtual via Zoom

Present	<ul style="list-style-type: none">- JeanAnn Mayhan (Present)- Cassandra Walter (Present)- Chair
Absent	<ul style="list-style-type: none">- Holly Jackson (Absent)
Guests/ Public Attendance	

Establishment of a Quorum

Meeting called to order by Cassandra Walter, role taken.

Agenda Items:

1) When/where proposed for conferring award?

a. Proposed Date/Time corresponding to Public Health Week (06-12 Apr)

- i. Planned date/time: Thursday, April 10th at 5-7pm (nothing currently on City Hall calendar for this date/time)

b. Proposed location of award ceremony

- i. Planned location: Viola Davis room in 1st floor of City Hall building

2) Invitations

a. Who from city governance should receive an invitation?

- i. PHAC commissioners, City Council, Mayor and Vice Mayor, Awardee and Nominator, former PHAC chair and former PHAC commissioners
- ii. City Council meets 2nd & 3rd Tuesdays of month

b. When should we send invitations?

- i. An ASAP "save the date" with more formal invitations later?
- ii. Email invitations fine?

c. Notify local news when ceremony date approaches?

- i. ALX.now, Alexandria Gazette, Zebra (Eve might be able to do this)

3) Award Ceremony Components

a. Assuming we provide a physical certificate, who do we contact to create this?

- i. We previously provided flowers in a vase with monogram
- ii. Plaque?
- iii. Caduceus or some other symbol, and blue, white, and khaki

b. Framing or awarded in folder?

c. Speeches at ceremony?

- i. Opening remarks from PHAC?, thank you from recipient?

- ii. Jerome will be emcee
- d. **Conclude with refreshments and photos?**
- e. **Do we need to arrange a photographer from the city**
 - i. Release forms for photos
 - ii. Eve is the communications officer

4) **Nominations**

- a. **Award someone previously nominated who did not receive award, or solicit new nominations?**
 - i. Could solicit nominations, then choose a previously nominated person should we not receive any new nominations...
 - ii. Jean wants to get at least 10 nominations
 - 1. She suggests people/orgs not usually recognized for their contributions to public health
 - iii. Casey may have access to a listserv?
- b. **To whom would we solicit nominations and method for communicating solicitation?**
 - i. Directly contact people/orgs? Notice in local news?
 - 1. Casey will tell us if we need to provide public notice for soliciting nominations
 - 2. Concerned citizens network of ALX, Hunger-Free of ALX, Commission on Women, Senior Services of ALX, Homelessness Org, ALX Campaign Against Adolescent Pregnancy,
 - 3. Can also give award to entire org
 - a. This has been done before
- c. **Deadline for providing nominations?**
 - i. When is far ahead enough that people can make arrangements to attend award ceremony?
 - 1. March 13th gives us a week to review nominations before next PHA C meeting
- d. **Who selects awardee and how?**
 - i. PHAC vote? Subcommittee vote?
 - 1. PHAC will vote on nominations after reviewing

Action Items:

- 1) ASAP: Reserving Venue
 - a. Determine who to contact regarding reserving Viola Davis room
 - b. Request reservation for Viola Davis room on April 10th 5-7pm
 - c. Request for room setup with the reservation, including chairs, podium, and refreshment tables
- 2) ASAP: "Save-the-Dates," Invitations, and Press
 - a. Contact Eve Elliott, Communications Officer for Alexandria Health Department, and explain we would like to...
 - i. Immediately send "save-the-dates" to Mayor, Vice Mayor, City Council Members, current and former PHAC commissioners
 - ii. Send more formal invitations on March 21st and request instructions/advice for best practice
 - iii. Notify local news outlets regarding the date and time of the award ceremony
 - iv. Have a City of Alexandria photographer present, if possible
 - b. Implement Eve's instructions/advice on the above
- 3) ASAP: Draft letter informing winner of their award
 - a. Craft language that Eve or Casey can cut and paste into an email/letter on City of Alexandria letterhead
 - b. Either Eve or Casey will fill-in the awardee name and send on March 21st

- 4) ASAP: Develop plan and design for physical award (Jean)
 - a. Develop ideas and concepts for physical award that may incorporate the Caduceus and colors of blue, white, and khaki
 - b. Determine production time and finances required to realize each of these concepts
- 5) ASAP: Arrange for refreshments at ceremony
 - a. Contact Mellisa, PHAC Commissioner, regarding whether she can assist again with refreshments
- 6) ASAP: "Lessons Learned" with Jerome
 - a. Schedule subcommittee meeting with Jerome to obtain his insight gleaned from past Casey Award processes
- 7) ASAP: Questions for/Requests of Casey
 - a. Add PHAC meeting agenda items...
 - i. For February 20th to discuss whether we can accept nominations for paid work
 - ii. For March 20th PHAC to vote on nominations
 - b. Request Casey...
 - i. provide information regarding budget parameters
 - ii. state whether nomination solicitation requires public notice
- 8) February 21st: Solicit nominations
- 9) March 14th-March 20th: PHAC reviews nominations
- 10) March 20th: PHAC votes on nominations
- 11) March 21st: Flora Casey Public Health Award Ceremony Invitations
 - a. Send invitations to Nominee, Nominator, Mayor, Vice Mayor, City Council Members, and current and former PHAC Commissioners
- 12) March 21st: Request programs
 - a. Provide Eve information regarding program components and request she produce programs