



York-Poquoson Sheriff's Office
Citizen Advisory Committee
Meeting Minutes
June 12, 2021
0900 a.m.-1100a.m.
301 Goodwin Neck Road
Yorktown, VA 23690



Meeting Minutes Approval by Co-Chair/Committee: APPROVED

PRESENT: Melanie O Bond-Artis; Robert Carpenter; Penelope Carroll; Latonia Chavis; Janine Espinal; Andre Gaines; David Gorwitz; Beth Hoer; Linda Hutchinson; Jennifer Joyner; Eileen O'Brien; Krysten Reid; Stephen Roane; D'Shawn Wright

ABSENT: LeRoyce Bratsveen; Lauren Dunbar; Debra Goff

STAFF: Major Ron Montgomery, Chief Deputy

AGENDA TOPICS

1. Call to Order

Ms. Penelope Carroll called the meeting to order at 0900 a.m. via virtual Zoom meeting. Roll call was taken.

2. Opening remarks: Ms. Penelope Carroll/Major Ron Montgomery

Ms. Penelope Carroll opened the discussion on the follow-up with the Marketing Subcommittee updates.

3. Marketing Sub-Committee: Mr. D'Shawn Wright

Committee Members: Mr. D'Shawn Wright, Ms. LeRoyce Bratsveen, Ms. Jennifer Joyner

- Marketing Subcommittee update

The Marketing Subcommittee presented the two different suggested hashtag campaigns to the CAC:

#BridgingtheGap or #ForgingRelationships.

The CAC unanimously voted for #ForgingRelationships as a hashtag campaign.

- Discussion about Fourth of July rollout event

The group unanimously voted that the CAC would not be rolling out on July 4th until the Marketing Subcommittee milestones are met. Ms. Shelly Ward mentioned that the Sheriff's Office has just purchased a new crime prevention mobile trailer and suggested that the CAC can do the marketing days in the farmers market that occurs every Saturday.

Ms. Jenny Joyner stated that based on the CAC's vote for the hashtag campaign, the Marketing Subcommittee will be working with an experienced logo artist and will present the logo that reinforces the #ForgingRelationships concept once it has been developed.



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Major Montgomery also stated that an important marketing milestone would be to open up the Facebook page to the public because it is a pipeline to communication with the community. Ms. Penelope Carroll also stated that the slogan/logo has to be developed and planning of future community events.

4. CAC Presentation to Board of Supervisors on June 15th, 2021: Ms. Penelope Carroll/Mr. D'Shawn Wright

Mr. Stephen Roane mentioned that the CAC could present a ten to fifteen minute presentation to the Board of Supervisors whenever the Co-Chairs are ready to present. Mr. D'Shawn Wright stated that the CAC is not ready to present to the Board of Supervisors at this time but will coordinate with Mr. Roane sometime in the future once some of the committee's milestones have been completed.

5. Community concerns and issues: Mr. Andre Gaines

Mr. Andre Gaines stated his continued concerns for the River Meade/Yorktown area and what can be done where there is a nuisance or domestic disturbances in the area. Major Montgomery stated that the Sheriff's Office is aware of the issues within the River Meade area and the concerns for the domestic disturbance were addressed. Ms. Penelope Carroll asked the group what we could do to strengthen community relationships within this area. Major Montgomery stated that once the CAC is ready to launch its marketing campaign and become active with the public, this would be an area of focus where the CAC can assist.

6. Sheriff's Office Facebook website: Mr. D'Shawn Wright/Major Ron Montgomery

Mr. D'Shawn Wright discussed the concern of individuals within the community making racist comments on the Sheriff's Office website. The Citizen Advisory Committee (CAC) needs to be vocal about any racist comments that will raise concerns. Dr. Linda Hutchinson asked if the concerns of racist postings were originating from York County. Mr. Wright stated that some of the comments were originating from citizens residing in the Williamsburg area.

Ms. Shelley Ward stated that the Sheriff's Office does as much as possible to use Facebook filters to ensure that individuals posting on the website meet community standards. The Sheriff's Office also enforces the use of social media's community standards. Ms. Ward stated that the Sheriff's Office could not delete comments from a legal perspective. Major Montgomery also stated that there is Virginia case law in regards to free speech rights of individuals to post on social media.



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Major Montgomery stated that as the CAC continues to develop its social medial presence, the committee might have more filtering authority of comments, since it is not a government entity. Mr. Stephen Roane stated that it would be important to establish community guidelines for the CAC page. He suggested getting feedback from the county attorney's office on what the guidelines are for posting on the CAC webpage. He stated that it would be important to identify a moderator, as well. Major Montgomery stated that this was a great suggestion and that he was going to investigate this with the legal office.

7. Closing remarks/miscellaneous topics: Ms. Penelope Carroll/Major Ron Montgomery

Ms. Carroll stated that the next meeting will be held on Saturday, 10Jul201.

The meeting adjourned at 1100a.m.