

WORKING WITH LOCAL MEDIA IN DIFFICULT SITUATIONS

*A Northern Kentucky Area Development
District Perspective*

KEYS TO MANAGING CRISIS SITUATIONS...



Remain Calm

Recognize the issue

Get organized

Communicate

Act decisively

REALITY...WHEN THE 'ISHT' HITS THE FAN...

Panic



Overreact

Blame

Ignore it and it maybe it
will go away

ONE MONDAY LAST OCTOBER...

Major Social Service Agency Closes



4 Days Notice

No Contingency Plan

Thousands Impacted

RESPONSE...



Collaboration of officials and stakeholders

Staff involvement

Meetings, meetings, meetings

Short-term game plan

Communication

INVOLVING THE MEDIA AS PART OF THE SOLUTION...



Press releases

Interviews

Social Media

Follow-Up





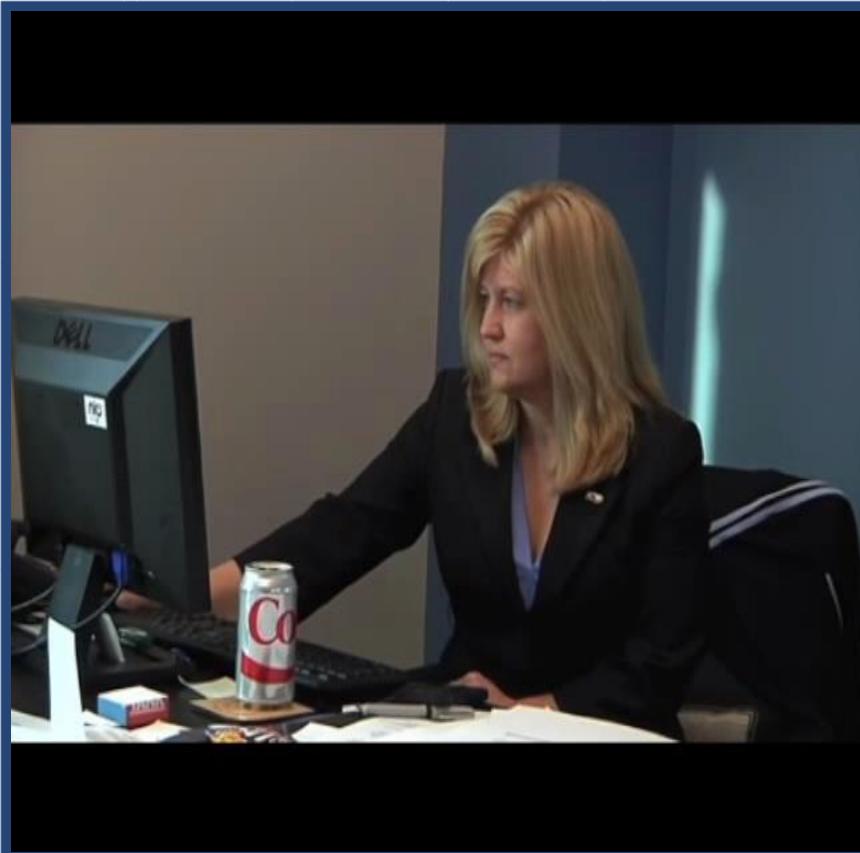
EMPHASIZING THE IMPORTANCE OF...

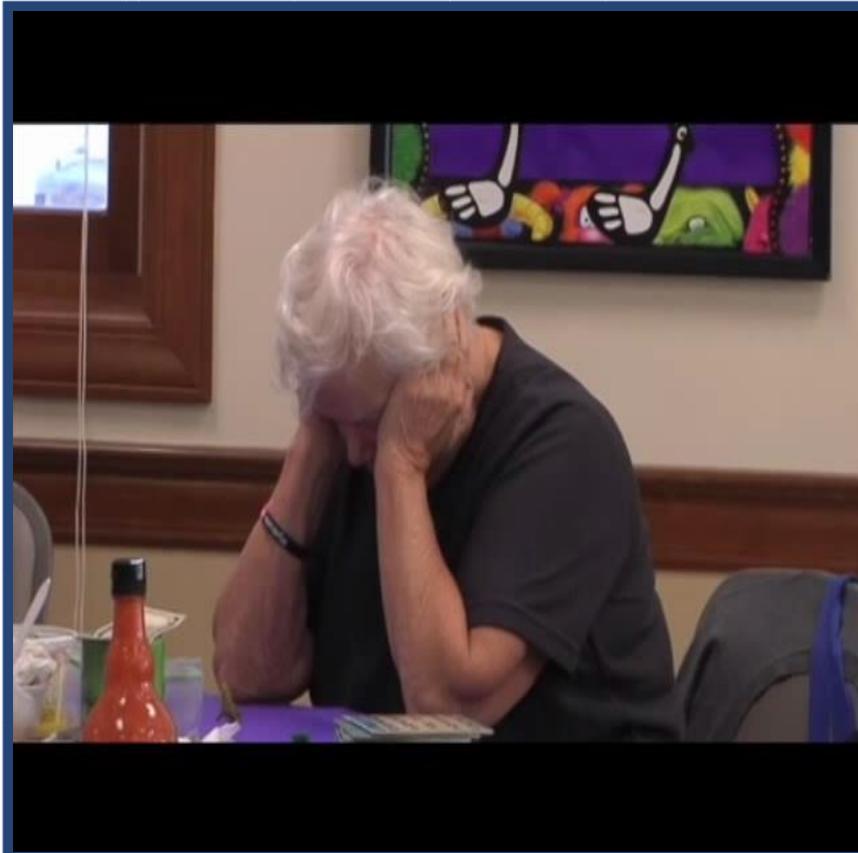
A positive message

Not inciting panic

Providing information and Resources

COMMUNICATING THE PLAN...





RECOGNIZING PARTNERS AND OFFICIALS...

**Northern Kentucky Area Development District transition of services provided by
Senior Services of Northern Kentucky**

On Monday, October 19th, the Northern Kentucky Area Development District ("NKADD"), city and county officials, and other community partners, were notified by Senior Services of Northern Kentucky ("SSNK") that SSNK was ceasing operations on Friday, October 23rd. SSNK explained that their operational losses could not be overcome. Despite offers of financial assistance, SSNK stated that this decision was final.

Immediately following this announcement, NKADD staff met with the Judges/Executive and Mayors present to prepare a transition plan for the four core services provided to the region by SSNK: Senior Center Operations, Nutrition (Home Delivered and Congregate Meals), Ombudsman and Title III Transportation. NKADD has been assisted by numerous community partners during this process.

All parties involved are working to assure that all services will continue to be provided to clients. Toward that end, the following plan will be implemented on Monday, October 26th.

- *The 155 clients for home-delivered meals previously served by SSNK are being transitioned to other providers. Wesley Community Services and MOMs Meals have agreed to take on these additional clients beginning Monday. Wesley and MOMs Meals already provide home delivered meals to over 500 clients in Northern Kentucky.*
- *The current Senior Center Managers in the region have been offered interim contracts with NKADD to continue their work, and many have already accepted these offers. In all cases, we are working with the cities and counties toward the goal of keeping these centers open. These efforts will continue as we work toward a long term solution.*
- *The Ombudsman program for advocacy in nursing homes will continue. The individual who managed this program for SSNK will be employed by NKADD.*
- *SSNK transportation services are more diverse and under the umbrella of numerous organizations. For NKADD Title III clients, we are working on a potential transition to current home care agency providers. LKLP (606.743.2379) operates the Medicaid Brokerage contract for the eight Northern Kentucky counties. We have been informed by SSNK that they are working with LKLP to continue these services. Agencies such as BAWAC, New Perceptions, Redwood and others are also working to ensure their SSNK-served clients will have transportation to their respective programs and workshops. At this time, TANK will continue to provide services to existing RAMP clients who are eligible under ADA. TANK may provide temporary gap coverage as more data becomes available from SSNK. Future transportation needs that are non-Medicaid are being directed to the NKADD Aging and Disabilities Resource Center (859.692.2480) so they can be referred to appropriate agencies and resources. As transportation needs are ongoing and often not regularly scheduled, this will be an area that will continue to develop through the transition process.*

COORDINATING INFORMATION AND COMMUNICATING RESOURCES...



REALISTIC GOALS
AND FOLLOW UP...

QUESTIONS AND CONTACT INFORMATION

Lisa S. Cooper, Executive Director
Northern Kentucky Area Development District
859.283.1885
Lisa.cooper@nkadd.org

Dealing Working with the Media in Difficult Situations



October 18, 2016

- Sustainable Communities Story
- Best Practices
- When it all works
- Q&A

Published October 20, 2010

NRV Awarded Planning Grant

"Pulaski County is excited to be a participant in this sustainable community grant award."

"We look forward to working with a broad spectrum of partners in local government, public agencies, non-profits and private sector companies to ensure the region is best positioned well into the future."

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PC LIBRARY ARCHIVE ADVERTISERS SUBSCRIBE STAFF ABOUT US MISSING PAPER SUBMIT IDEAS SUB

NRV awarded planning grant

New River Valley Planning District Commission, has received a \$1 million grant to plan for sustainable communities throughout the region. The grant was received on behalf of 12 local governments, including Pulaski County, and seven community agencies and organizations. "Pulaski County is excited to be a participant in this sustainable community grant award. The Planning District Commission and various partners should be commended as they worked hundreds of hours in making this a successful application," said Robert Hiss, Pulaski County's assistant county administrator. "The planning work involved in dissecting so many major aspects of our economy, housing, and way of life will reap future dividends as we strive towards a more sustainable community. We are blessed to have such a wonderful region to live, work, and play and through collaborative efforts such as these we are laying the groundwork to preserve our natural environment."

New River Valley Sustainable Communities Consortium will soon begin the process to develop a strategic plan for the region to coordinate affordable housing, transportation and other important community services. The New River Valley region, which includes Floyd, Giles, Montgomery and Pulaski counties and the City of Radford, has seen increased population growth in recent years. To accommodate for that growth, the region has

Latest Comments

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Livability initiative draws ire in Pulaski County

The Pulaski County Board of Supervisors meeting teemed with emotion over the project.

By [Amy Matzke-Fawcett](#)

381-1674

DUBLIN -- Communists. Socialists. Clowns.

Hundreds turned out for the Pulaski County Board of Supervisors meeting Monday night to discuss the New River Valley Livability Initiative that at times became charged with emotion, from cheers to jeers to name-calling.

The initiative uses a \$1 million federal grant to plan for sustainability needs in the New River Valley to develop plans for housing, energy use, cultural heritage, economic and job development. Local governments and groups have banded together for the study, including Pulaski County.

"This project is not about bringing the United Nations to the New River Valley," said Kevin Byrd, executive director of the New River Valley Planning District Commission. "This is a very local plan."

The project is not about forcing people to live in certain areas, called sustainability hubs, or eroding personal property rights or local government's rights, as thought by some, Byrd said.

However, Byrd's words did little to assuage many of those gathered. In a public hearing that lasted more than two hours, 27 people spoke, with six in favor of the initiative, 20 against and one who thanked the board for holding the hearing but did not express an opinion for or against the initiative. In anticipation of a large crowd, the meeting was held in the Pulaski County High School Little Theater instead of the county administration building.

Concerns ranged from the loss of private property to the implementation of socialism or communism.

"You keep talking about grants like it's free money, but it's our money," said Debbie Mohay, an opponent of the initiative.

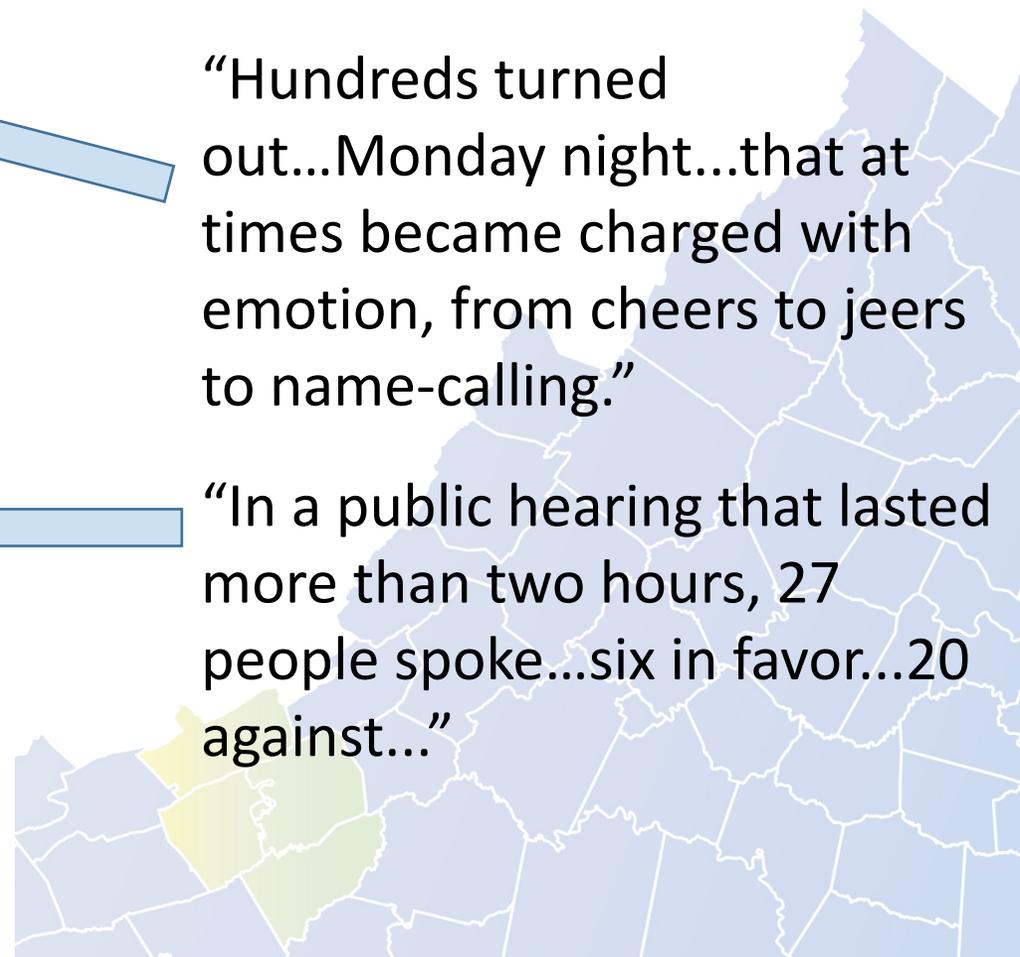
Monday was Mohay's third meeting questioning the board on the livability grant, but she has not received a satisfactory answer, she said.

Published July 26, 2011

Communists. Socialists. Clowns.

"Hundreds turned out...Monday night...that at times became charged with emotion, from cheers to jeers to name-calling."

"In a public hearing that lasted more than two hours, 27 people spoke...six in favor...20 against..."





Home ▶ Webmin

Mistaking planning for conspiring

Story Comments

Print Font Size:

Posted: Sunday, July 31, 2011 8:00 pm

A good quality of life, cleaner air, wise stewardship of the land and public purse.

Such are the horrors of the sustainable living movement that await Virginians should unwary local governments be lured into un-American development models propagated by a worldwide conspiracy of communists, socialists and internationalists.

But wait, you say? You like the idea of local land-use planning that lays out a framework for developing livable communities? Meaning easy accessibility to jobs, markets and services. Breathable air. Affordable housing. Beautiful mountains intact, clean rivers and streams restored.

Then you'd better make your views known to your local governing body, or you risk letting tea party-inspired conspiracy theorists become the only public voice that supervisors or council members hear when setting public policy.

That would be unfortunate indeed.

Hundreds of people turned out in Pulaski County last week for a public hearing on a policy-wonkish planning project called the New River Valley Livability Initiative, built around existing "sustainability hubs" -- planner talk for established towns and communities.

More than two hours of sometimes emotional comments followed, dominated by opponents. Or rather, by fear.

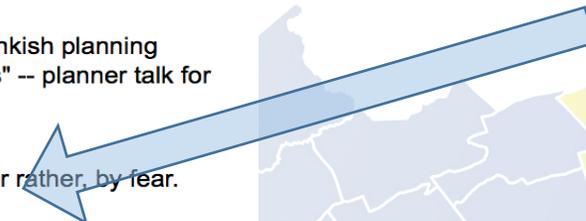
The initiative's objective is a locally written regional plan to help communities develop in smart ways that connect them to resources, stimulate economic activity and protect what they want to preserve. It is a purely voluntary

Published July 31, 2011

Editorial in regional paper

“A good quality of life, cleaner air, wise stewardship of land and public purse. Such are the horrors of the sustainable living movement...propagated by a worldwide conspiracy of communists, socialists and internationalists.”

“Supporters should look alive.”



Sustainable Development – Pulaski County Taking Charge of our Future

The Pulaski County Board of Supervisors has given significant thought to both the opportunities and pitfalls to participation in the sustainable communities planning program.

If we care about the future of our community and most importantly, that of our citizens, we have to pay attention to what is happening today and plan for the future. Clearly, life has become more difficult for the average person over the past 20 years and the overall quality of life is likely to decline unless proactive steps are taken by the County. Using a biblical reference, we understand the importance of planning ahead as described in Mathew 24:1-13.

The sovereignty of God – We acknowledge God as being the creator of our past, present and future and seek to acknowledge him in all our ways and seek His guidance in the decisions we make.

Individual rights – No plan or implementing action can hinder the individual rights to life liberty or the pursuit of happiness.

Support and emphasis on rural living – Large parts of Pulaski County remain rural and planning efforts should serve to maintain and support a rural lifestyle.

Primacy of mankind – We affirm that natural systems and the animal world are there in order to support humanity and will not support any action or plan which changes that relationship.

Created July 20, 2011

Board of Supervisors Position Statement

Sovereignty of God

Individual rights

Primacy of mankind

Everyone had a blog...



Safari Can't Find the Server

Safari can't open the page "nrvteaparty.com" because Safari can't find the server "nrvteaparty.com".



U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT
Office of Sustainable Housing and Communities
WASHINGTON, DC 20410-0050

Issued September 15, 2011

September 15, 2011

Mr. Peter Huber
County Administrator
143 3rd Street, NW Suite 1
Pulaski, Virginia 24301

Friends at HUD

Dear Mr. Huber:

Congressman Griffith forwarded his letter to our office and requested that we respond. The U.S. Department of Housing and Urban Development's (HUD) Office of Sustainable Housing and Communities' responses are on the following page.

“Congressman Griffith forwarded his letter to our office and requested that we respond.”

Sincerely,

Shelley Poticha, Director
Office of Housing and Sustainable Communities
US Department of Housing and Urban Development

Cc: Congressman Morgan Griffith

Cc: Congressman Morgan Griffith

How about a debate over sustainability?

To the editor,

The Patriot • Friday, December 9, 2011

Here's a quiz: How many folks ever give much thought to their regional planning commission, much less their plan to create "Rural Sustainability Hubs?" Who is the Planning District Commission? What the heck is a Rural Sustainability Hub? You weren't at the NRV "Livability Initiative Kick-Off Event?" You aren't on one of their "working group" committees? If you answered yes to any of these questions, here are some facts.

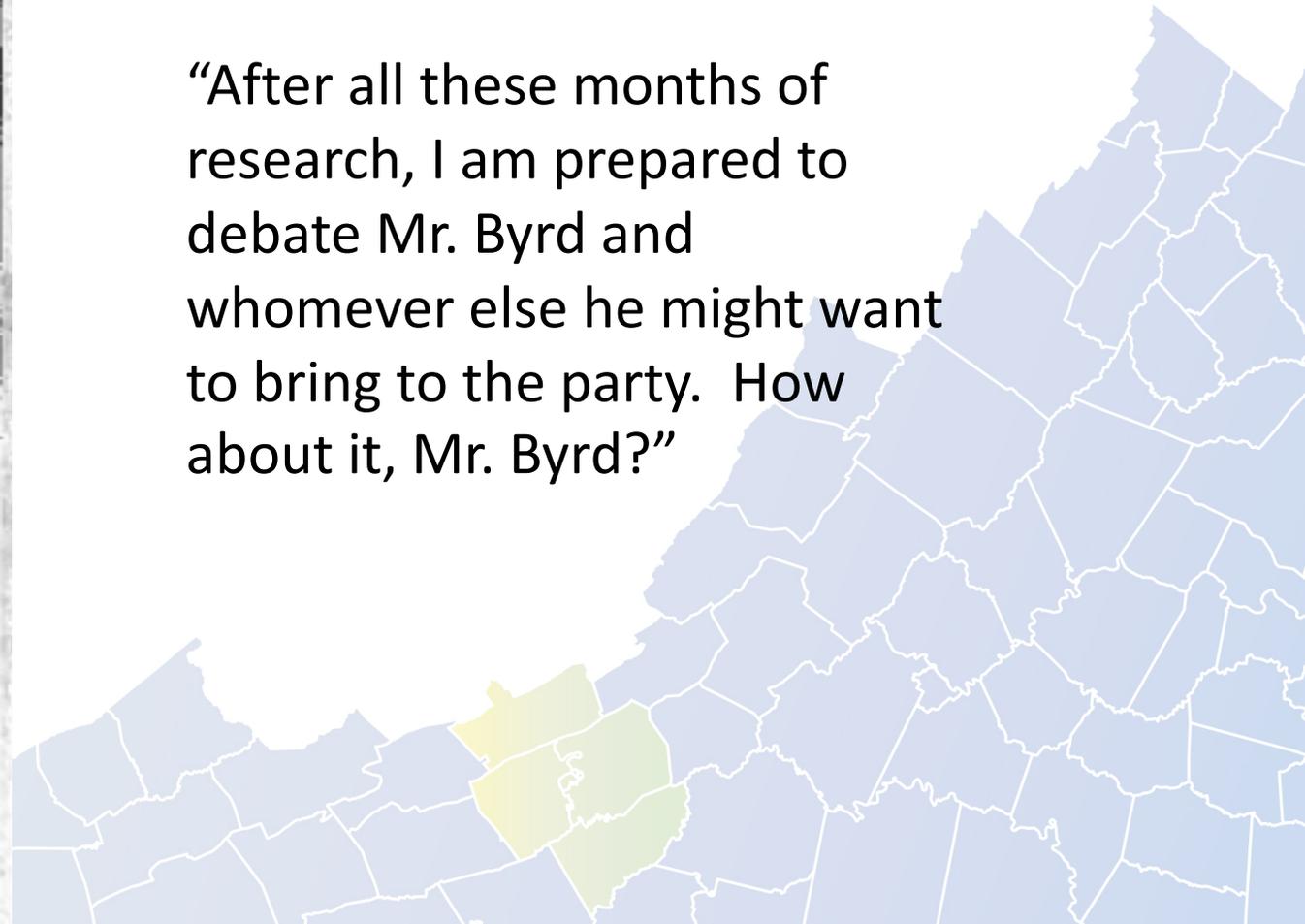
The NRVPC applied for and was awarded a \$1 Million grant that partners the Department of Housing and Urban Development (HUD), the Environmental Protection Agency (EPA) and Department of Transportation (DOT) with every local branch of government in the New River Valley. It is a plan for every aspect of our lives, including jobs, water, energy, transportation, "food systems," land use and development (our "hubs") and even arts and culture. We are told that it is a three-year study, yet the hubs are designated, and the Regional Water Plan and future land use maps for the whole region are completed.

I was one of a group of five people from all over the NRV that met in June with NRVPC Executive Director Kevin Byrd and the Livability Initiative's Project Coordinator and Outreach Facilitator. Livability Initiative is the name they've given the

Letter to the editor

Published December 9, 2011

"After all these months of research, I am prepared to debate Mr. Byrd and whomever else he might want to bring to the party. How about it, Mr. Byrd?"



We decided to release an interim report and things started to change...

The Southwest Times

SUNDAY, December 16, 2012

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Study reveals 'troubling' trends

By MELINDA WILLIAMS
melinda@southwesttimes.com

After 18 months of studying the region, New River Valley Planning District Commission's Liability Initiative has uncovered some trends that could have a major impact on service needs in Pulaski County and other parts of the region in coming years.

The purpose of the initiative is to determine trends in the New River Valley (NRV) and focus on methods of addressing their impacts on future growth in the region. NRVPOC recently released an interim report on the study and is seeking public comment on the preliminary findings.

The interim report and a Community Priorities Survey can be found at www.rivvalley.org. NRV citizens are urged to take the survey in order to provide feedback on preliminary goals. For purposes of the study, the NRV includes Pulaski, Floyd, Giles and Montgomery counties and the city of Radford.

So far, the study has found, among other things, that Pulaski County's population is aging, its farms are shrinking and the number of workers having to commute outside the county to work is increasing. Perhaps the most eye-opening trends, however, were those involving

health issues.

The study has determined Pulaski County has the highest public cost per resident for diabetes in the New River Valley and that the death rate from prescription drug abuse is six times the state average. The county also exceeds state averages for teen pregnancies, the number of children living in poverty and the percent of adult smokers.

"It looks like a number of the health attributes in the report were troubling, or perhaps concerning in a better word," Massie District Supervisor Andy McCready said of the findings.

The NRV "ranks poorly on several health-related measures" when compared with the Commonwealth and national benchmarks, according to the report. It states, "A few issues stand out as particularly troubling," including smoking, physical inactivity, obesity, substance abuse, poverty and teen pregnancy rates.

Besides being above the state average, Pulaski County also led the NRV on some health-related issues, including teen pregnancies, percentage of children in poverty and percentage of adult smokers.

With regards to population age, the initiative projects that by 2030, a fifth of the NRV's population will be over age 65, meaning the number of seniors will nearly double over current



Trish Handy/SWT
Dr. Cynthia Southern gives the thumbs up sign as she crosses the finish line with a time of six hours, 57 minutes.

Southern's 'iron' will pay off

By MELINDA WILLIAMS
melinda@southwesttimes.com

Physical activity has always been a part of Dr. Cynthia Southern's life, but competing in a Half Iron-Man triathlon wasn't one of her goals.

Nevertheless, the Pulaski dentist can now mark it off her bucket list because she not only attempted, but also completed, a Half Iron Man in Miami, Fla. A Half Iron Man triathlon begins with a 1.2-mile swim, then transitions into a 56-mile bike ride and 13.1-mile run.

Southern, a Pulaski native and 1992 graduate of Pulaski County High School, was one of 3,000 people who took part in the triathlon. Although it was her first attempt at any kind of triathlon, she crossed the finish line in the 1,562nd position, with a time of six hours, 57 minutes.

That's not too bad for a beginner. The best time was four hours and that included the times of 750 professional athletes who took part in the event. The event is time restricted, so anyone taking longer than eight hours to complete the course is disqualified.

Published December 16, 2012

Study reveals 'troubling' trends

"Perhaps the most eye-opening trends, however, were those involving health issues. ...County has the highest public cost per resident for diabetes and the death rate from prescription drug abuse is six times the state average."

The Southwest Times
OPINION

Sunday, January 13, 2013 | PAGE A4 | www.southwesttimes.com

Published January 13, 2013

County's future: Glowing dim?

If one had a crystal ball and could conjure up the future of Pulaski County, what might that picture be?

We've come a long way from the rugged wilderness west of the New River to the county we know today.

We can only guess what the future holds; however an 18-month study of the New River Valley uncovered a number of trends showing the long-term trends impacting Pulaski County that depict a less than glowing county future.

That is, unless considerable work, progress, cooperation, changes in attitude and changes in general occur.

The future could be much brighter through determined planning and execution, not only by officials, but also businesses, industries, schools, educators and the public.

The county population is aging, the number of workers traveling outside the county for employment is growing, health issues impact more people, and the number of farms is declining, to name just a few.

Health issues are staggering: highest public cost per resident in the Valley for diabetes, a death rate from prescription drug abuses six times higher than the state average, teen pregnancy rate higher than the state average, high number of children living poverty and percentage of adult smokers.

The under-25-year-old population in Pulaski County is declining as many young people leave for employment.

On the reverse side are the natural scenery, number of visitors who enjoy the New River Trail State Park, Claytor Lake, Gatewood Reservoir, New River and mountain streams, hunting, fishing and relaxed atmosphere.

Medical facilities, educational opportunities, colleges, less traffic congestion, easy access and friendly people are assets other areas would love to have.

Be thankful for what we have; work and cooperate to enhance those assets. Don't talk "down" about Pulaski County and the New River Valley.

We are blessed in many ways.

County's future: Glowing Dim?

"...an 18-month study of the New River Valley uncovered a number of trends showing the long-term trends impacting Pulaski County that depict a less than glowing county future."

So, why did it turn into a circus?

- Relatively unknown entity
- Lack of relationships/experience with media
- Political winds



Best Practices

- “Talk in a box” – Matt Chase
 - 3-4 talking points
 - Pull every question back to those points
- Be ready and available
 - Don’t hide from media (normally)
 - Anticipate interviews
 - Go on camera
 - Have appropriate attire ready

Best Practices

- Influential people
 - ID who speaks with media
 - ID who can influence the public
- Continuously develop your public image
 - Social media
 - Elected officials meetings
 - Hold press events for positive accomplishments
 - Website...instant credibility
 - Issue press releases with photos
 - Maintain up-to-date media contact list

Best Practices



- Build a rapport with the media
 - Meeting with editorial staff
 - Send editorial staff leads on big picture items
 - Always bring media a copy of handouts
 - Thank them when they do a good job, whether it's your project or not
 - Introduce yourself to media when not in crisis
 - Ask press to cite online resources

Best Practices

- Stay true to who 'you' are
- Acknowledge the community
 - Do not dismiss concerns
- Remain on track while introducing adjustments, if needed
- Know who is interviewing you
- Get advice from local government PIOs

When it all works...

- Media contacts you off the record as a trusted source
- Media asks for content regularly
- Editorial staff write columns that cite your work directly or indirectly
- Media follows up promptly with all releases

Old Price's Fork Elementary School to house community kitchen and restaurant

Published April 24, 2016

Story

Comments

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Posted: Sunday, April 24, 2016 5:00 am

By Yann Ranaivo yann.ranaivo@roanoke.com 381-1661

A longtime program created to spur economic development in Virginia's Appalachian region is contributing \$500,000 to a project to add a community kitchen, restaurant and small retail space at the old site of Price's Fork Elementary School.

Officials with the New River Valley Regional Commission, the nonprofit that applied for the Appalachian Regional Commission grant, said last week that at least \$1 million is being pumped into the rear portion of the old school building to convert roughly 4,000 square feet of old kindergarten space into a kitchen, local food restaurant and retail area that could be used to sell foods prepared in the kitchen.

The community kitchen and restaurant project is part of greater plans to redevelop the old school site just outside of Blacksburg.

The building's owner, Joe Fortier, of Radford-based Taylor Hollow Construction, is already moving forward on another \$2.4 million redevelopment project that's slated to add 16 two-bedroom housing units for adults aged 55 years and older to part of the old school building.

The senior housing project will occupy 17,000 square feet at the front of the school. The entire former school property measures 24,000 square feet.

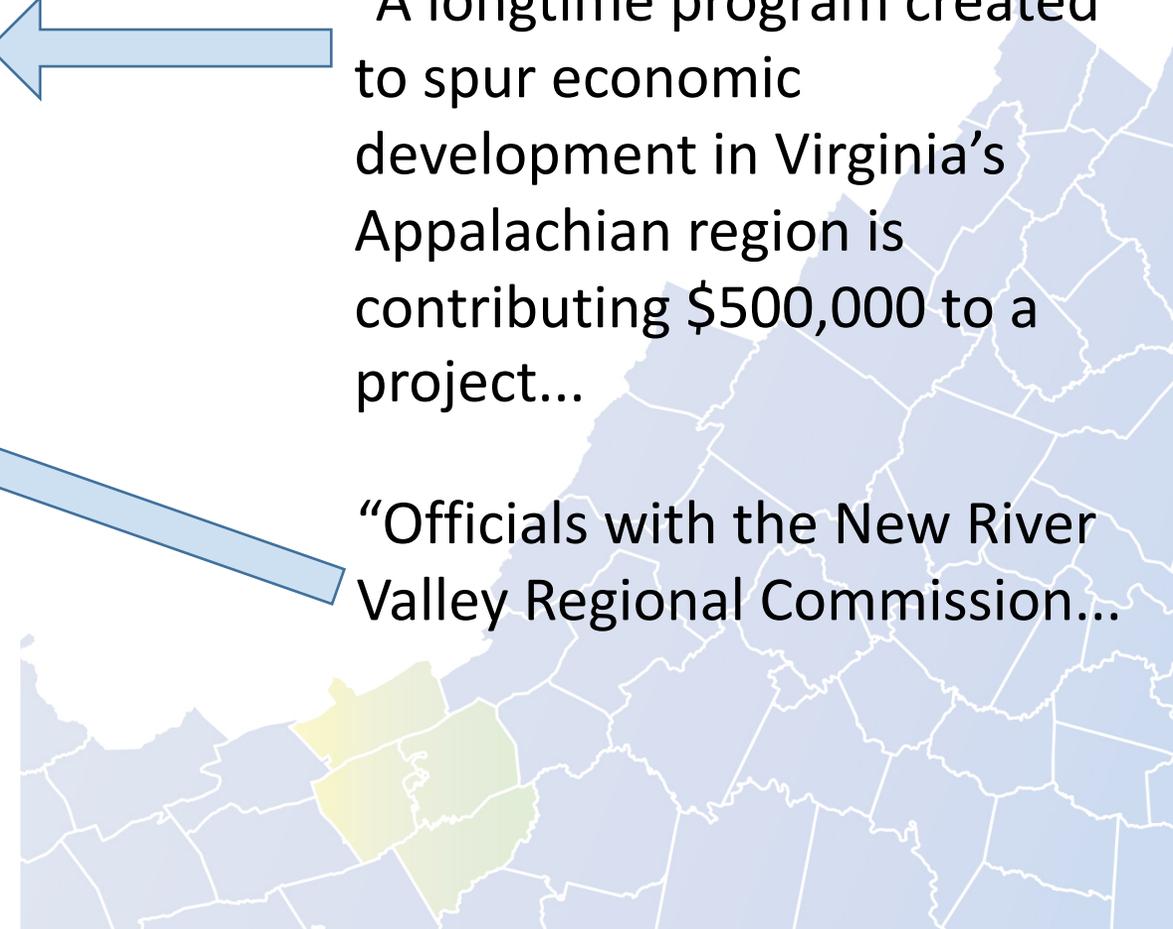
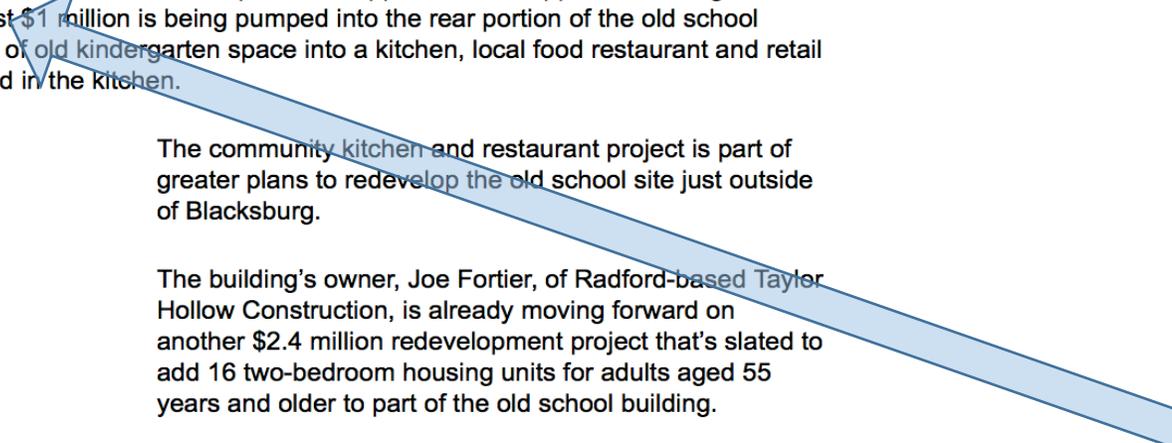
While sharing the same property, the kitchen and restaurant and senior housing are two different projects.

Fortier said his development company is matching the ARC grant for the kitchen and restaurant with another \$500,000 and added that the New River Valley Regional

ARC Funding Announcement

“A longtime program created to spur economic development in Virginia’s Appalachian region is contributing \$500,000 to a project...”

“Officials with the New River Valley Regional Commission...”



State awards \$2.5 million to Prices Fork school conversion

Published June 22, 2016

Story

Comments

Print  Font Size:  

Posted: Wednesday, June 22, 2016 4:59 pm

By Mike Gangloff mike.gangloff@roanoke.com 381-1669

CHRISTIANSBURG – Years of planning to convert Montgomery County's former Price's Fork Elementary School into apartments and a local food center received a \$2.5 million boost Wednesday.

Montgomery County Board of Supervisors Chairman Chris Tuck announced the award of a state grant to the school redevelopment at a midday news conference at the County Government Center. Listening were representatives from some of the array of local and regional government and community organizations who have been involved in the private redevelopment project.

The school is to become a complex of 32 apartments, some reserved for people age 55 and over and some for low- to moderate-income residents. It is also to include some sort of community kitchen and local food restaurant, said Joe Fortier, whose Taylor Hollow Companies agreed in 2013 to purchase and redevelop the school. While details of the commercial part of the development are still to be worked out, the complex could open in 2018, Fortier said.

"This has been a community effort. ... It's an example of what can be done in business when we look not at me and mine but at we," Fortier said.

The new money is coming from the Virginia Department of Housing and Community Development's Vibrant Communities Initiative. The initiative directs money from several state and federal sources "to affordable housing in central Virginia, which in turn fosters economic growth and job opportunities for communities that need it most."

State Grant Announcement

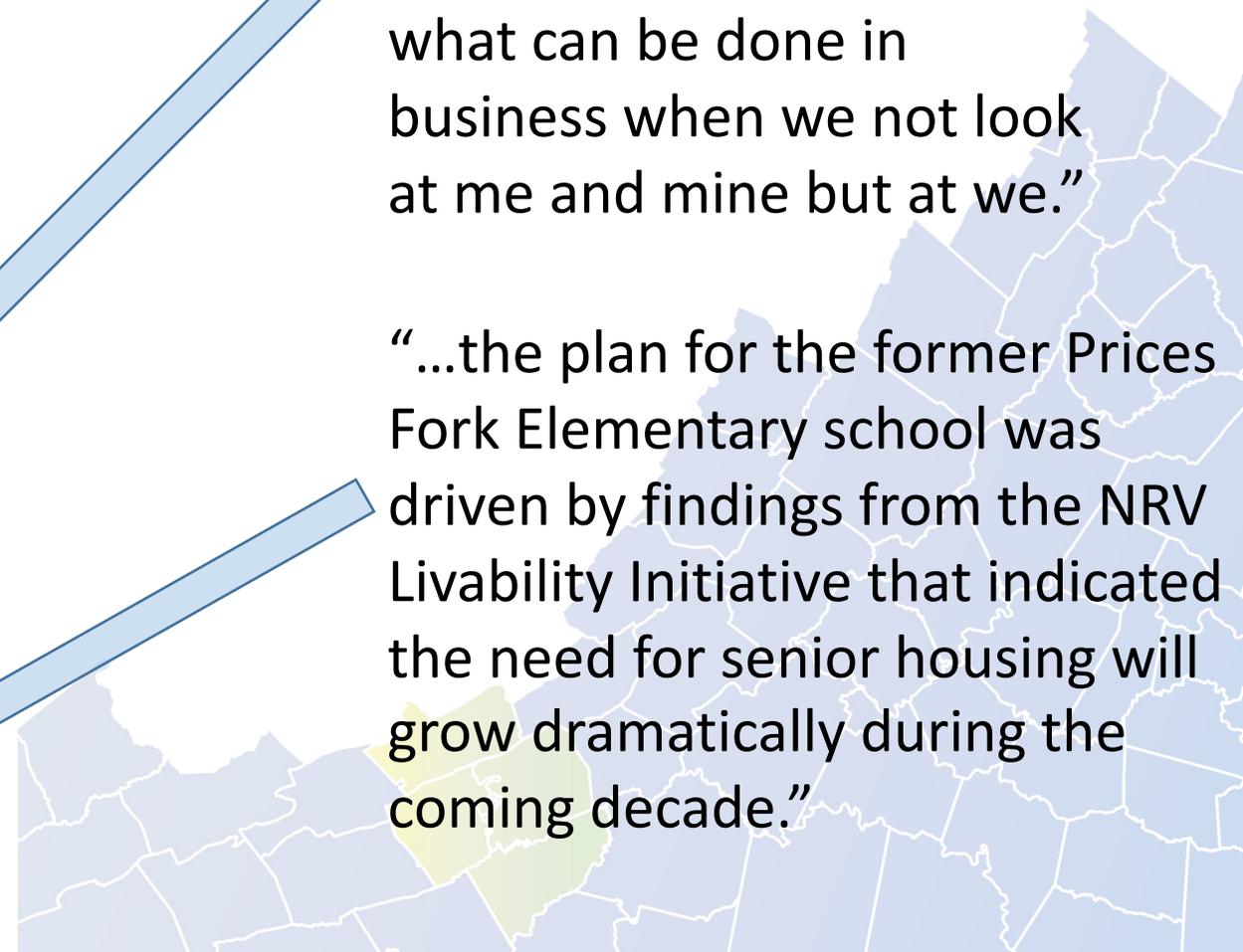
"This has been a community effort...it's an example of what can be done in business when we not look at me and mine but at we."

"...the plan for the former Prices Fork Elementary school was driven by findings from the NRV Livability Initiative that indicated the need for senior housing will grow dramatically during the coming decade."



Roanoke Times file

The old Price's Fork Elementary is being renovated into apartments for those 55 and older.



Banking on a sharing of time

Story

Comments

Image (6)

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Published September 16, 2016

Time Bank Launch

“...the program stemmed from the work of the New River Valley Livability Initiative Aging in Place team and was originally conceived as a way to connect elderly residents with volunteers in hopes of prolonging the time they could live on their own.”

Posted: Sunday, September 18, 2016 2:00 am

By Travis Williams travis.williams@roanoke.com 381-1643

BLACKSBURG — Dan Crowder is really hoping his 1989 Ford F150 helps him score some sweets this fall.

Crowder is one of a handful of people already committed to the New River Valley TimeBank, a community network that allows participants to exchange hours of their individual skills or services with one another set to launch later this month.

Crowder is aiming to trade his skills at hauling and landscaping for some other volunteer's skills in the kitchen.

“I'm all about getting pie out of this time bank. Apple pie, meat pie, that's where I'm at,” Crowder said.

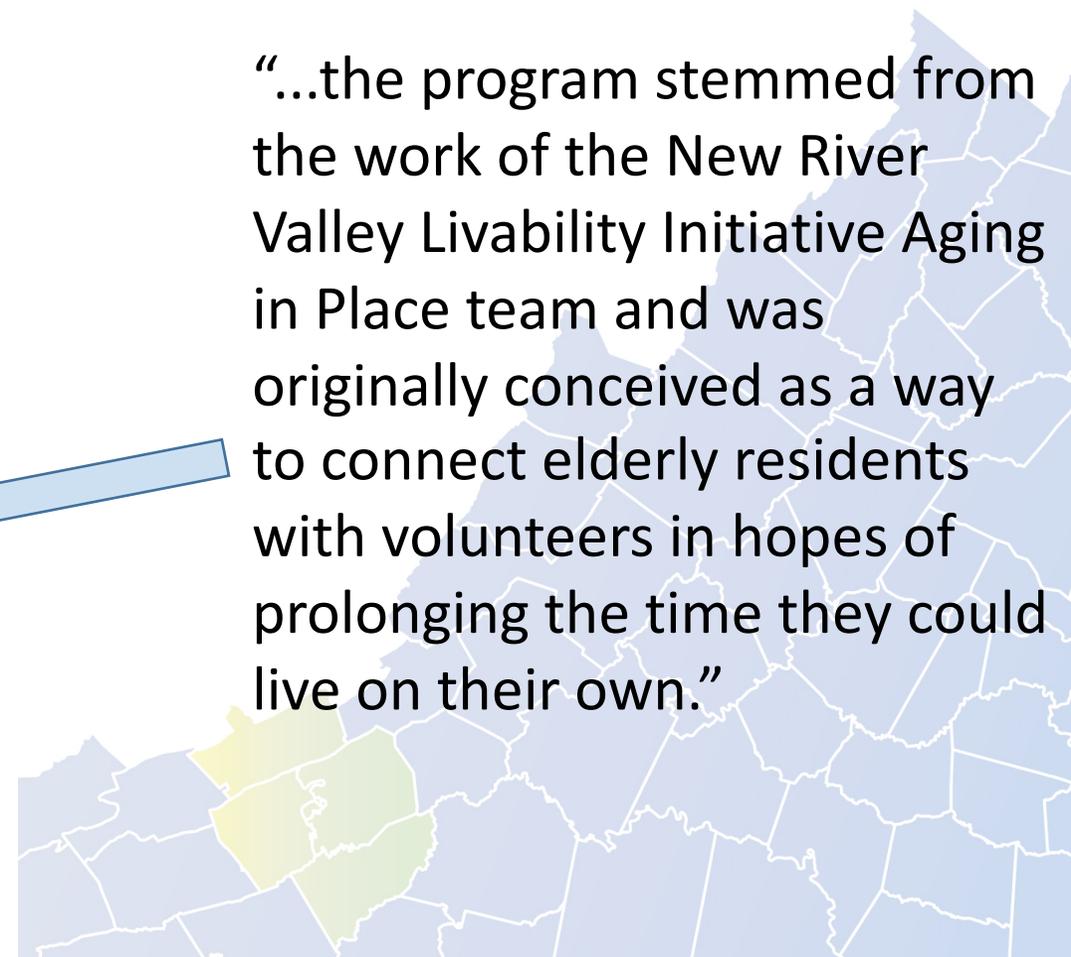
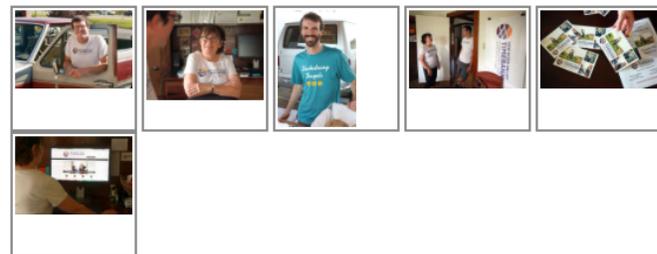
TimeBank Coordinator Ellen Stewart said the program stemmed from the work of the New River Valley Livability Initiative's Aging in Place Team and was originally conceived as a way to connect elderly residents with volunteers in hopes of prolonging the time they could live on their own.

Now under the oversight of New River Valley Home, a nonprofit that grew out of the New River Valley Home Consortium, the effort is still planned to focus on helping the elderly, but has evolved to include all ages, Stewart said.



Photos by MATT GENTRY | The Roanoke Times

Dan Crowder of Christiansburg plans to volunteer his time and his 1989 Ford F150 pickup truck for the New River Valley TimeBank.



Localities come together for New River cleanup

Story Comments Image (5)

Print Font Size: - +

Posted: Thursday, September 8, 2016 12:15 am

Previous Next



Photo by Matt Ross

Giles County Administrator Chris McKlarney talks to volunteers at the 2016 ReNew the New river cleanup event in Radford on Aug. 27.



On Aug. 27, leaders from the New River Valley region, representing Floyd, Giles, Montgomery and Pulaski counties and the City of Radford, led a river cleanup project. More than 450 volunteers representing student groups, businesses, river advocacy groups and the general public took part in the event.

Meeting at the Glencoe Museum in Radford, two river-bound groups set out to clean up two stretches of the New River in canoes donated by local outfitters and the Boy Scouts of America. Each group was led by a series of captains, and were supported by public safety and public service employees from the surrounding localities. A land crew also picked up trash at Wildwood Park in Radford.

This river cleanup event represents the expansion of successful cleanup efforts in Giles County led by the ReNew the New Committee over the past 14 years. Beginning in December 2015, county and city administrators from the region agreed to use the ReNew the New model for a regional river cleanup effort.

Coordinated by the New River Valley Regional Commission, the localities chose a stretch of the New River near Radford as the first cleanup site, with the intent that future regional cleanup events would follow.

Published September 8, 2016

ReNew the New Clean-up

“More than 450 volunteers representing student groups, businesses, river advocates and the general public took part in the event.”

“Coordinated by the New River Valley Regional Commission...”

Submitted by Julie Phillips

5 photos submitted

