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Management



Ten Tips to Prepare You When Disaster Strikes Your Community

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Objective of the Webinar

1. Get the framework of what to do when disaster strikes your community
2. Review 10 Tips or Lessons Learned
3. Host a constructive Question & Answer interactive session at the end



Two Phases of a Disaster

- Crisis Phase
- Long-term Recovery Phase

Reach out: U.S. Chamber Foundation Community Resilience and Disaster Response Resources (Disaster Help Desk, Resilience in a Box, etc.)

Two Phases

First Phase - Crisis Mode

- Deluge of people to help
- A month to two months long

Top Priorities:

1. Cleanup
2. Insurance check/FEMA check
3. Economy to return
4. Need for Employees
5. Housing

Second Phase - Long Term Recovery

- Takes a long time

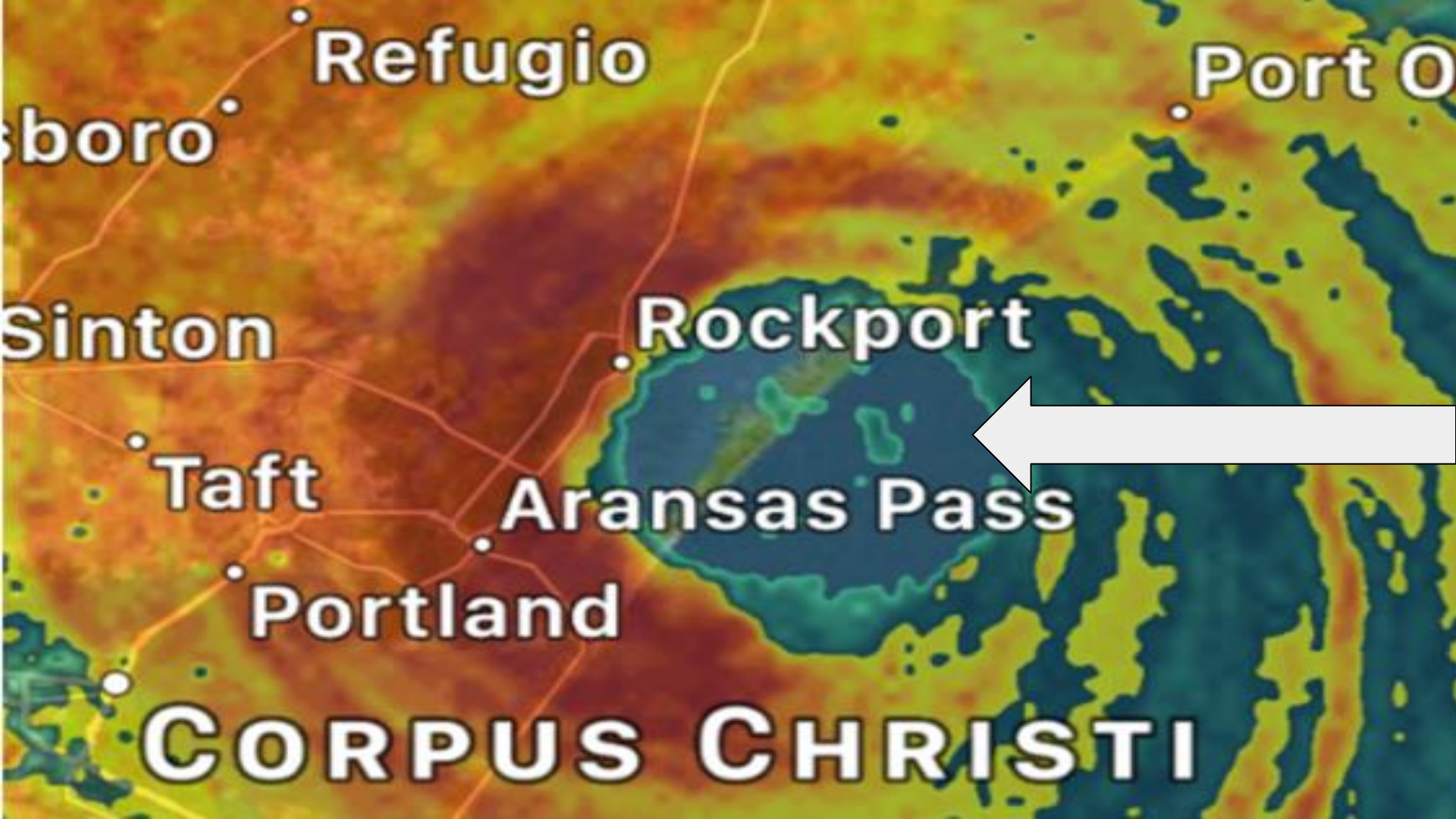
Top Priorities:

1. Hired Outside City Managers
2. Identify Sources of Funding
3. Developed A Plan
4. Leverage Funding
5. Prepare for Delays
6. Obtain Public Buy-In
7. Strategic Communications



Where is Rockport, Fulton?





Refugio

Port O

Sinton

Sinton

Rockport

Taft

Aransas Pass

Portland

CORPUS CHRISTI

Ten Tips & Lessons Learned



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Lesson #1 - Leaders Stepping Up to Lead: Leadership is Key

Leadership is an evolution of partnerships that are defined by support, innovation and basic needs.

- Leaders will evolve; some are not able to lead
- Partnerships will develop
- What will you lead? What will be your role?

Tip: Stay in your lane and find your niche.



Strong leaders will emerge. May not be who you thought...



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Lesson #2 - Unified “One Voice” Communication

One of the biggest lessons we learned is to have:

- a consistent meeting schedule,
- a solid and unified reporting procedure at those meetings, and
- “one voice” communication method of the information told.

Tip: Become a part of your EOC and this “one voice.” An EOC is defined as the Emergency Operations Center.





Each chair represents a local department or organization



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Lesson #3 - GoFundMe = No Fun for Me

Unsolicited donations will start to pour in. Our fund grew from \$2,000 to \$1.4 million in 60-days.

- Do you have a nonprofit to receive these funds? Do its bylaws match up?
- What nonprofit organization, with a case management process in place for unmet needs, is available in your community? Can you put something in place?

Tip: Have a process in place to receive and then disburse those unsolicited donations





The giving spirit was found in all ages



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Lesson #4 - The Chamber - Strong and Steady

Define your role: stay strong, steady, and persevere

- Seafair held six weeks after storm to reactivate the economy
- Housing and Recovery Fairs / Expos
- Fundraise, Communicate/Information and Build Back the Economy; Open for Business
- Small Business Grants.

Tip: Be strong, steadfast and celebrate business



The Chamber hosted "Harvey We Won!" Ribbon Cuttings





A fallen tree "Cookie" was signed by all business owners



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200+ attended free Rally for Rockport-Fulton Luncheon



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Lesson #5 - Social Media Whirlwind

Get a social media crisis communication plan in place for when your “storm” comes.

Have some form of the following:

1. Running spreadsheet of all active posts and comments
2. Videographer posting videos of what is going on
3. Solid Facebook Page with pertinent and frequent posts; Go to Source
4. Roku or some streaming channel to air nightly messages then taper off
5. Eblasts to businesses on where to get what
6. Press Releases on various activities

Tip: Put Together A Dynamic Communications Team



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A Message from Mayor Wax

September 19, 2017

Although these letters come through the City, please know that it is a multi-jurisdictional effort that includes Aransas County and the Town of Fulton. Our level of cooperation is unmatched. We are truly One Voice --working together to rebuild.

Mayor's letters - One Voice were shared daily via social



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Rockport-Fulton is Open for Business!

#REBUILDDROCKPORTFULTON



Provided daily updated list of businesses that were open



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Coastal Bend Community Foundation receives 1.4 million



Lesson #6 - The Disaster After The Disaster

Lesson learned: Unsolicited donations of items need a place to go and a manager. It's okay to ask for help.

- Define a VRC - Volunteer Reception Center
- Learn about Faith-based Organizations
- What is VolunTOURism?

Tip: Activate a VRC - Volunteer Reception Center



Operation Blessing organized donation intake and distribution



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Donations were dropped off by the truckloads



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Lesson #7 - Economic Revitalization must be quick

Lesson learned: Promotion, partnerships, and prioritization are key

- Promotion to jumpstart your community,
- Partnerships to make it happen,
- Prioritization effort to put in motion what is needed.

Tourism promotion was the quickest thing we could do for revitalization.

Tip: Activate an economic activity as soon as possible in support of your businesses.



State Representative Todd Hunter united Coastal Bend leaders



TV and radio appearances became part of our monthly routine



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Comeback Campaign with the help of
Rebuild Texas, Michael & Susan Dell Foundation
and the talented team of Jeff Hunt.



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Hi, this is George Strait. I've traveled all over, and there's no place I'd rather be than right here in Texas. One of my favorite places to visit is the Rockport-Fulton area on the coast. Every time I cross over the Copano Bridge and see that beautiful bay, it feels like home. I hope you find yourself in Rockport soon.

– *George Strait, King of Country*





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Lesson #8 - Failure to plan is a plan for failure.

- A long term recovery plan was inevitable.
- A deluge of plan “providers” became available to us.

(Universities, National and State Planning Organizations, etc.)

- Overwhelming but so important.

Tip: Create a plan but make sure you make it an implementation plan: who's going to do it, when and with what resources



Hosted a weeklong community input session on our future



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Lesson #9 - Find Healthy Happiness

Lesson learned: Take care of yourself: physically, spiritually, and mentally.

- Embrace the Disaster
- Carrot to Cope
- Physically be good to yourself
- Stay healthy - Don't miss that Doctor Appointment!
- Appreciate the unique opportunities you wouldn't experience otherwise
- Time Management - Use the Three D's - Do it, Delegate it Out or Ditch It!

Tip: Take Care of Yourself



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Whatever the occasion, you can find the time to take care of yourself.

When the storm comes or whatever natural disaster you face and the adrenaline sets in to fix your community, you will need to stop, breathe, and take care of yourself.





Christmas 2017 - Crazy Cajun Christmas in New Orleans



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Lesson #10 - Mistakes & Move On

Lesson learned: It's not what happens, it's how you handle it

- Confident action is what it takes.
- Your adrenaline will kick in to fuel you through the situation.
- When the negative comments come your way, you need to press forward and move on.
- You are the best person to drive your community into the next phase.

Tip: You just have to weather the storm so grin and bear it the best you can.



Closing - Harvey's Hit Was Life Changing

Lesson learned: Change is Inevitable, Accept It and Move On.

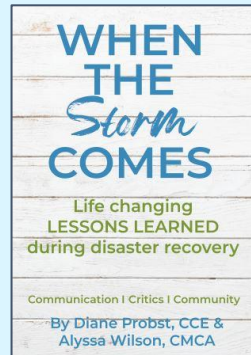
- Visitor Center Exhibition
- Silver Linings

Bonus Tip: Tell Your Story



Thank you!

Feel free to reach out...



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