

**From:** Kerr, Jill <jillkerr@amazon.com>  
**Sent:** Wednesday, January 16, 2019 9:56 AM EST  
**To:** Christina Winn <cwinn@arlingtonva.us>  
**CC:** Fava, Andrea <afava@amazon.com>; Moore, Brian <brsmoore@amazon.com>  
**Subject:** Re: CONSIDERATIONS for AMAZON session

That works for me thanks.

On Jan 16, 2019, at 9:44 AM, Christina Winn <[Cwinn@arlingtonva.us](mailto:Cwinn@arlingtonva.us)> wrote:

Let me check with Bryna. I can do 3:30- would that still work?

Sent from my iPhone

On Jan 15, 2019, at 6:05 PM, Kerr, Jill <[jillkerr@amazon.com](mailto:jillkerr@amazon.com)> wrote:

I can be available tomorrow afternoon. Maybe 3 pm?

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**From:** Christina Winn [<mailto:Cwinn@arlingtonva.us>]  
**Sent:** Tuesday, January 15, 2019 5:54 PM  
**To:** Fava, Andrea <[afava@amazon.com](mailto:afava@amazon.com)>; Kerr, Jill <[jillkerr@amazon.com](mailto:jillkerr@amazon.com)>; Moore, Brian <[brsmoore@amazon.com](mailto:brsmoore@amazon.com)>  
**Subject:** FW: CONSIDERATIONS for AMAZON session

I know you all will be busy tomorrow morning but wanted to send this to you. Let me know when you all are available for a call with the Community Engagement team to finalize the format and speakers for Jan 31<sup>st</sup> event.

Christina

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**From:** Bryna Helfer  
**Sent:** Tuesday, January 15, 2019 5:11 PM  
**To:** Christina Winn <[Cwinn@arlingtonva.us](mailto:Cwinn@arlingtonva.us)>  
**Cc:** Roger Munter <[Rmunter@arlingtonva.us](mailto:Rmunter@arlingtonva.us)>; Jerusalem Solomon <[jsolomon@arlingtonva.us](mailto:jsolomon@arlingtonva.us)>; Jennifer K Smith <[JKsmith@arlingtonva.us](mailto:JKsmith@arlingtonva.us)>; Shannon Flanagan-Watson <[Sflanagan-watson@arlingtonva.us](mailto:Sflanagan-watson@arlingtonva.us)>  
**Subject:** CONSIDERATIONS for AMAZON session

Christina, Please see various options below.... Lots for consideration. Let me know when/if they want to schedule a time to connect. Either way—we need to DO IT ASAP—given we are 2 weeks away.

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## Get to Know Amazon: A Community Forum

**Proposed Date: January 31, 2019**

**NOTE: IMPORTANT to get OUTREACH STRATEGY solidified –NO later than Thursday , January 17 -2 week notice. Otherwise, recommend moving to FEBRUARY**

### Location and Capacity (OPTIONS):

- Wakefield High School (750 capacity)-available January 31
- Washington and Lee Auditorium (795 capacity)-available January 31
- Kenmore Middle School (850 capacity)-available January 31
- George Mason Auditorium (300 capacity) unavailable on January 31 (but is available on January 30, Feb 4, 5,6).
- NRECA-open set up (200-500 depending on seating) checking for Jan 31 (not available other dates)

### Proposed Set up

- Auditorium Seating for participants (unless we look for an alternative venue—that allows flexible seating)
- Staged Arm Chair Conversation for Guests (Recommended seating on high stools; or comfortable ARM Chairs, as opposed to behind a table)
- Recommend LIVE STREAM -allowing virtual audience

### Possible Participants

- Proposed Guests: 2 Senior Amazon Executives, Stephen Moret (VDEP), Congressional Member

(Don Beyer OR Gerry Connolly?), Alex Iams, AED; Other (NOTE: would keep this to less than 4 people TOTAL, including Amazon)

- Moderator/Host Possibilities (PICK ONE/TWO): Sally Duran, Economic Development Commission; Kojo Nnamdi, Media Host; Stephen Moret, VDEP; Christina Diaz -Torres, ACG Fiscal Affairs Commissioner; Kate Bates, Chamber; Tracey Gabriel, CCBID; Diane Kresh, ACG Director of Libraries;; Bryna Helfer, ACG-Assistant County Manager Communications and Public Engagement; Shannon Flanagan-Watson, Deputy County Manager; Other
- NOTE: Recommend NOT having a County Board member on the stage—prior to any formal decision by the ACG Board

### **Proposed Audience and Outreach Strategies**

#### *OPTION 1*

- First Come Distribution
- Special Invitations (Consider advanced notice from public release)
  - 600 Arlington Commissioners
  - 55 Arlington Civic Association Presidents
  - 100 Non Profit Leaders
- Open Registration -for Public

#### *OPTION 2*

- Special Invitations to NON Profits and Civic Association leaders (non-transferable)
  - Invite each to have 3-5 members/representatives in the room (Approximately 300-500 people)
  - Hold Seats until a release date
- Open Registration -for Public with remaining seats available (200-300 seats)

#### *OPTION 3*

- First Come
- Open Registration for Public
- NO Special Invitations

### **Proposed Strategies for Gathering Comments/Taking Questions**

- Consideration: Stack Topics? Random Topics?
- Stand/Line Up at the Microphone (need multiple microphones set up in orchestra aisles and on the balcony)
- Roving the Microphone (could be challenging in a fixed auditorium seating arrangement)
- Hand Index Cards to the Aisle (Staff team pick up, review team to organize; pass to moderator)
  - Team could organize what they send to moderator –by topic
  - Could mean returning to topics--throughout the evening to allow NEW/LATER questions and comments to surface
- Use Technology –using text and twitter –using different numbers and hash tags to stack topics
  - Allows Anonymity
  - Allows stacking
  - Requires fewer people running around and easier for participants to submit in real time
  - Engages in person and virtual audiences at the same time
- Provide Combination of CARES AND Technology (allows for participation for individuals who don't have cell phones; data; or access)
- Offer simultaneous translation services (Considerations-Spanish, Amharic, Mongolian, Arabic)
  - NOTE: Will need Amazon's assistance to acquire enough headsets to meet audience needs
  - Translators available to capture incoming text/twitter -and translate to English for the panel