From: Kerr, Jill <jillkerr@amazon.com>
Sent: Tuesday, January 15, 2019 6:05 PM EST
To: Christina Winn <cwinn@arlingtonva.us>; Fava, Andrea <afava@amazon.com>; Moore, Brian <brsmoore@amazon.com>
Subject: RE: CONSIDERATIONS for AMAZON session

I can be available tomorrow afternoon. Maybe 3 pm?

From: Christina Winn [mailto:Cwinn@arlingtonva.us]
Sent: Tuesday, January 15, 2019 5:54 PM
To: Fava, Andrea <afava@amazon.com>; Kerr, Jill <jillkerr@amazon.com>; Moore, Brian <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 31st event.

Christina

From: Bryna Helfer
Sent: Tuesday, January 15, 2019 5:11 PM
To: Christina Winn <Cwinn@arlingtonva.us>
Cc: Roger Munter <Rmunter@arlingtonva.us>; Jerusalem Solomon <jsolomon@arlingtonva.us>; Jennifer K Smith <JKsmith@arlingtonva.us>; Shannon Flanagan-Watson <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.

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