

Minutes
Personnel Committee Meeting
Board of Directors of the Virginia Economic Development Partnership Authority
March 8, 2017
901 East Cary Street
One James Center, 9th Floor – Board Room
Richmond, Virginia

Call to Order

The meeting was called to order at 2:15 p.m. by Chairman Dan Pleasant, who noted that a quorum was not present.

Committee Members Present: Valerie Brown, Dan Clemente, Dan Pleasant

Committee Members Absent: Edie Bowles, Lee Coburn, Todd Haymore

VEDP Staff Present: Carolyn Elliott, Jennifer Garrett, Dan Gundersen,
Sandi McNinch, Stephen Moret, Alex Thorup, Stephanie Florie

Guests Present: Terry Ramsey, Sam Schreiber, Ned Masee

Public Comment Period

Chairman Pleasant solicited public comments. There were no public comments given.

Approval of Minutes

Since the Personnel Committee did not meet on December 7, 2016, there were no minutes to approve.

Talent Management at VEDP: Present, Future

Stephen Moret shared that there were several items for consideration:

- Focus on talent/management approach
- Professional recruitment
- Define career path at 5 or 6 levels to retain good talent. The best talent usually leaves for local economic development offices or private industry due to pay.
- Engage Towers Watson to do a survey for salary benchmarking. In Louisiana, there was a small staff with specialized talents to develop growth opportunities.

Dan Pleasant requested the current personnel status at VEDP. Dan Gundersen shared that there are presently 115 employees and 8 vacancies. The vacancies are at various stages in the posting process. Of these 8 vacancies, 3 are new positions.

Mr. Moret further commented that the goal for each endeavor should be to “do it the best in the country”. At present VEDP does not have an expansive workforce training program, noting that this a small organization. While VEDP manages and builds out its own sites data base, Louisiana outsources this. It was also noted that VEDP is light in the advertising and marketing area with virtually no budget. Mr. Moret was asked what was the minimum amount needed for advertising and he answered that \$5 million/year could support a successful advertising program. He noted that in Louisiana \$10 million/year was added up-front to their advertising program and it made a huge difference.

Mr. Gundersen commented that VEDP is being asked to bring in an internal auditor. It has been recommended that VEDP go with outside sourcing but some members prefer an in-house person. Sam Schreiber thinks it is best to use an outside source, especially with the JLARC situation.

Next Meeting and Adjournment

The next scheduled Committee meeting is June 7, 2017. There being no further business, Chairman Pleasant adjourned the meeting at 2:34 p.m.

Respectfully submitted,

Stephen Moret
Secretary