

Minutes
Advisory Committee on Business Development and Marketing Meeting
November 17, 2022
VEDP Office – 901 East Cary Street, 7th Floor
Richmond, Virginia

CALL TO ORDER

The meeting was called to order at 11:05 AM by Greg Hitchin.

Members present: Beth Doughy, Greg Hitchin, Emily Lampkin, Amy Parkhurst
Leonard Sledge

Members absent: John Kilgore, Paige Read, Curry Roberts, Matthew Rowe

VEDP staff present: Vince Barnett, Jason El Koubi, Jessica Keegan, Heather McKay, Lori Melançon,
Lisa Wallmeyer

Guests: None

Public Comment Period

Beth Doughy invited public comments. No public comments were made.

Approval of August 9, 2022 Minutes

Beth Doughy made a motion to approve the minutes. It was seconded by Emily Lampkin and approved unanimously by voice vote of the members present.

Heather McKay presented on the work, research methods and results performed by the Virginia Office of Education Economics (VOEE).

Lisa Wallmeyer provided an overview of the Proposed Electronic Meeting Policy and explained its rules and expectations. Greg Hitchin made the motion to adopt the Electronic Meeting Policy. The motion as seconded by Leonard Sledge and was approved unanimously by voice vote of the members present.

Closed Session

Beth Doughy made the following motion to enter a closed meeting. The motion was seconded by Greg Hitchin and was approved unanimously by voice vote of the members present.

Lisa Wallmeyer read aloud the following motion to enter a closed meeting:

I MOVE THAT THE ADVISORY COMMITTEE ON BUSINESS DEVELOPMENT AND MARKETING OF THE BOARD OF DIRECTORS OF THE VIRGINIA ECONOMIC DEVELOPMENT PARTNERSHIP AUTHORITY CONVENE A CLOSED MEETING PURSUANT TO VIRGINIA CODE §2.2-3711(A)(50) TO ENGAGE IN A DISCUSSION OR CONSIDERATION OF THOSE PORTIONS OF VEDP'S STRATEGIC PLAN, MARKETING PLAN OR OPERATIONAL PLAN, THAT MAY RELATE TO TARGET COMPANIES, SPECIFIC ALLOCATION OF RESOURCES WOULD REVEAL TO THE COMMONWEALTH'S COMPETITORS FOR ECONOMIC DEVELOPMENT PROJECTS THE STRATEGIES INTENDED TO BE DEPLOYED BY THE COMMONWEALTH, THEREBY ADVERSELY AFFECTING THE FINANCIAL INTEREST OF THE COMMONWEALTH.

Closed Session began at 11:55 AM.

At the conclusion of the closed meeting the committee approved the following certification through a roll call vote noted below:

Lisa Wallmeyer read aloud the following certification to adjourn the closed meeting at 1:15 PM:

WHEREAS, THE ADVISORY COMMITTEE ON BUSINESS DEVELOPMENT AND MARKETING OF THE BOARD OF DIRECTORS OF THE VIRGINIA ECONOMIC DEVELOPMENT PARTNERSHIP AUTHORITY HAS CONVENED A CLOSED MEETING ON THIS DATE PURSUANT TO AN AFFIRMATIVE RECORDED VOTE AND IN ACCORDANCE WITH THE PROVISIONS OF THE VIRGINIA FREEDOM OF INFORMATION ACT; AND

WHEREAS, THE VIRGINIA FREEDOM OF INFORMATION ACT REQUIRES A CERTIFICATION BY THIS COMMITTEE THAT SUCH CLOSED MEETING WAS CONDUCTED IN CONFORMITY WITH THE ACT;

NOW, THEREFORE, BE IT RESOLVED, THAT THE COMMITTEE CERTIFIES THAT, TO THE BEST OF EACH MEMBER'S KNOWLEDGE, (I) ONLY PUBLIC BUSINESS MATTERS LAWFULLY EXEMPTED FROM OPEN MEETING REQUIREMENTS UNDER THE ACT WERE DISCUSSED IN THE CLOSED MEETING TO WHICH THIS CERTIFICATION RESOLUTION APPLIES, AND (II) ONLY SUCH PUBLIC BUSINESS MATTERS AS WERE IDENTIFIED IN THE MOTION BY WHICH THE CLOSED MEETING WAS CONVENEED WERE HEARD, DISCUSSED, OR CONSIDERED IN THE CLOSED MEETING BY THE COMMITTEE.

Roll Call Vote of Committee

Name	Roll Call Vote		
	Yes	No	Abstain / Absent
Beth Doughty, Chair	X		
Greg Hitchin	X		
John Kilgore			X
Emily Lampkin	X		
Amy Parkhurst	X		
Paige Read			X
Curry Roberts			X
Mathew Rowe			X
Leonard Sledge	X		

Committee Roundtable

- Leonard Sledge commented on the good synergy between the City and new organizations coming to Virginia including LEGO, Plenty, and HQ Hotel.

- Amy Parkhurst shared that the Hampton Roads Alliance hired consultant to evaluate sites specifically for Data Centers and whether it was important to attract Data Centers to the region.

- Greg Hitchin mentioned that two sites are being developed for specific projects. He also reminded the Advisory Committee and VEDP of the 2025 opening of the Virginia Museum of National History Waynesboro campus.

Committee Elections

-Lori Melancon explained the responsibilities and expectations of the Chair and Vice Chair roles. She informed the Committee that there will be two meetings per quarter in the 2023 calendar year.

-Leonard Sledge moved to nominate Greg Hitchins as Chair for two consecutive years. Amy Parkhurst seconded the motion and was approved unanimously by voice vote of the members present.

-Emily Lampkin moved to nominate Leonard Sledge as Vice Chair for two consecutive years. Amy Parkhurst seconded the motion and was approved unanimously by voice vote of the members present.

Wrap-Up and Ideas for Future Meetings

-Leonard Sledge reiterated the desire for some meetings to be away from the VEDP office so the Committee can see sites and have a greater understanding of programs. Lori Melancon informed the Committee that a meeting may be in Virginia Beach at the same time of the new Consultant Conference in May 2023.

-Leonard Sledge suggested a post mortum of why an organization chose Virginia to establish it's business. Both Leonard Sledge and Beth Doughy would prefer a representative from the company to attend the next meeting to present the reasons and answer specific questions.

-Beth Doughy asked that Research present on recent updates in the near future.

-Vince Barnett announced the partners from Europe and Asia will be in Virginia January 9-13 2023 and perhaps could host an event for regional partners and the Committee to meet VEDP partners from over seas.

Dates for the 2023 meetings will be announced later in the year after reviewing several specific calendars.

There being no further business, the meeting was adjourned at 1:32PM.

Respectfully submitted,

Jason El Koubi