

Minutes
VEDP Advisory Committee on Business Development and Marketing Meeting
October 19, 2023
11:00 a.m. – 1:00 p.m.

901 East Cary Street
One James Center, Board Room, 9th Floor
Richmond, Virginia

Welcome and Call to Order

The meeting was called to order at 11:04 a.m. by Chair Greg Hitchin, who noted that a quorum was present.

In-Person Committee Members: Beth Doughy, Greg Hitchin, John Kilgore, Emily Lampkin, Pace Lochte, and Amy Parkhurst

Committee Members Absent: Paige Read, Matthew Rowe, and Leonard Sledge

In-Person VEDP Staff Members: Vince Barnett, Greg Burkart, Jamie Canup, Nicole David, Jason El Koubi, Emily Eller, Stef Florie, Jessica Keegan, Colby Richardson, Lisa Wallmeyer, Adam Watkins, and Meghan Welch

Guests: None

Public Comment Period

Chair Hitchin invited public comments. No public comments were made.

Approval of Minutes for November 17, 2022 Meeting

Chair Hitchin requested approval of the minutes from the Committee's meeting on November 17, 2022. A motion was made by Ms. Lampkin and seconded by Ms. Parkhurst and the minutes were approved as presented. Ms. Lochte and Mr. Kilgore abstained, as they were not present at the November 17, 2022, meeting.

Committee Recalibration Discussion

Chair Hitchin reviewed the purpose of the Committee. He shared feedback from recent conversations he had with most of the Committee members. He highlighted two big takeaways from these conversations: 1) the Committee members would prefer to meet when their counsel is needed rather than every quarter; 2) the Committee members would prefer for VEDP staff to present a few ideas/issues for the Committee to provide feedback on, rather than only status updates from the VEDP team. The Committee members want to offer advice, problem solve, and make more of a contribution to VEDP versus just being briefed on what has already happened or will happen.

Jason El Koubi explained that VEDP has changed a lot as an organization since the 2016 Joint Legislative Audit and Review Commission (JLARC) report was published. He added that following that report, VEDP adopted all of the recommended changes, including establishing the Advisory Committee on Business Development and Marketing. Mr. El Koubi added that today, VEDP is considered a “best in class” state economic development organization and it is a great time to discuss how the Committee can be most effective going forward.

Mr. El Koubi also noted that the Committee was designed to advise VEDP’s Board of Directors on matters pertaining to business development and marketing, and that Ms. Lochte serves as a liaison between the Committee and the Board.

Ms. Doughty said that she cannot recall the Committee ever advising the Board. She questioned if the Committee has outlived its usefulness.

The Committee members engaged in a discussion on how the members can provide value to VEDP and its Board of Directors. They spoke about how they would like to interact with the Board. Mr. Kilgore suggested that VEDP make connections between the Committee’s input and how it is communicated the Board more explicit, possibly in meeting minutes and in Ms. Lochte’s reports to the Board.

The Committee members expressed an interest in more collaboration on developing meeting agendas and during meetings.

Greg Burkart summarized the Committee’s discussion as 1) the Committee should meet on an as needed basis; 2) the Committee wants to have more conversations and exchange of information and ideas; 3) future agendas should have fewer presentations from VEDP where the Committee is just listening with no real opportunities for feedback and engagement.

Recruiting Update

Mr. Burkart provided a brief overview of the Sector Structure of the Innovative Framework for Economic Growth and the leaders for each Sector. He added that each Sector Lead has deep expertise in their sector. Mr. Burkart provided information on the open positions VEDP is still recruiting for to round out the Sector Teams.

The Committee and VEDP team engaged in a discussion on the level of talent that is applying for positions to support the Sector Teams. Ms. Lampkin asked why a C-level executive would leave their current position to lead a Sector Team. Mr. Burkart shared that Virginia is widely known as a great place to live and work and the Commonwealth has a lot of great momentum. He said applicants also see economic development work as very impactful.

The Committee members and VEDP team discussed the approach of the Innovative Framework for Economic Growth, why this shift in the way VEDP works was needed, and how this model stacks up against how Virginia’s top competitors for economic development projects operate.

Closed Session

Partner Protocols; Update on Strategic Planning Efforts; and FY24 Lead Generation Activities

A motion was made by Ms. Parkhurst and seconded by Ms. Lampkin to move into a closed meeting. The members unanimously approved the motion shown below.

I move that the Advisory Committee on Business Development and Marketing of the Virginia Economic Development Partnership Authority convene a closed meeting to discuss elements of VEDP’s Strategic Plan, Marketing Plan, and Operational Plan pursuant to Subdivision A 50 of §2.2-3711 of the Code of Virginia, which allows for the discussion of such activities that would reveal to Commonwealth’s competitors for economic development projects the strategies intended to be deployed, thus adversely affecting the financial interests of the Commonwealth.

Chair Hitchin allowed VEDP staff to stay for the closed meeting.

Back in Open Meeting, Certification of Closed Meeting – Followed by a Roll Call vote:

The following certification was read and a roll call vote was taken:

Do you certify, that to the best of your knowledge, (i) only public business matters lawfully exempted from the open meeting requirements of FOIA were discussed in the closed meeting, and (ii) only such matters as were identified in the motion to go into the closed meeting were heard, discussed, or considered during the closed meeting?

Upon the vote:

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

Committee Roundtable

The Committee members shared updates from their respective regions. Topics included recent economic development announcements, workforce trends, and infrastructure improvements.

Topics for Next Meeting and Adjournment

Mr. Burkart suggested discussing feedback on partner protocols at the next meeting.

Mr. Burkart spoke about a new media tours concept that VEDP hopes to test in 2024. The concept is being designed to promote Virginia's talent retention and attraction efforts, job opportunities, and quality of life in several regions of the Commonwealth. He invited the Committee members to submit ideas from their regions for these tours. Mr. Burkart said follow up information would be sent to the members, including instructions for submissions.

The Committee discussed the idea of possibly hosting its next meeting in conjunction with the Virginia Economic Developers Association (VEDA) Spring Conference taking place in mid-March in Charlottesville, VA.

There being no further business, the meeting was adjourned at 1:07 p.m.

Respectfully submitted,



Jessica Keegan
Secretary