

Minutes
Advisory Committee on Business Development and Marketing Meeting
November 19, 2020
Zoom Meeting

CALL TO ORDER

The meeting was called to order at 1:03 PM by Christina Winn.

Members present: Christina Winn, John Kilgore, Jeff Reed, Greg Hitchin, Leonard Sledge, Amy Parkhurst, Beth Doughty, Carrie Chenery, Curry Roberts

Members absent: None

VEDP staff present: Stephen Moret, Vince Barnett, Katherine Goodwin, Kevin Miller, Sandi McNinch, Lori Melancon, Jessi Guay, Mike Grundmann, Landon Webber, Rima Chavda, Adam Watkins, Emily Fay

Guests: Cass Rasnick, Chris Kidd, Rachel Burgess

Christina Winn presented the following opening remarks:

Welcome to an electronic meeting of VEDP's Advisory Committee on Business Development and Marketing. As you well know, the Governor declared a state of emergency in March due to the potential spread of COVID-19. Because an in-person meeting is unsafe and we wish to discharge our lawful purposes, duties and responsibilities, we are permitted by the Virginia Freedom of Information Act, as amended by the State Budget, to meet by electronic means without a quorum of our members being physically assembled at one location.

We are gathered now in a Zoom environment that is open to the public. The agenda suggests that the Committee will enter into a closed meeting for a portion of our meeting. When the Committee is ready to enter into a closed meeting, the Committee members and VEDP support staff necessary to support the closed meeting will leave this public Zoom environment and gather in a separate Zoom environment. When the closed meeting is concluded, the Committee members will rejoin this public Zoom environment and the public portions of the meeting will continue. Should anyone from the public get disconnected from the public Zoom environment and be unable to re-engage, he or she should call (804) 545-5738 and speak to Jessi Guay. We will do our best to re-engage and will halt the public portion of the meeting until the connection can be re-established.

Here are reminders of a few things that will be different from our in-person meetings:

- Everything on the public Zoom environment will be recorded and the recording will be posted on VEDP's website.
- All votes will be taken by roll call.
- Please use the mute function, unless you are speaking—and remember to unmute at the appropriate time.
- During the public comment period, any member of the public wishing to make a comment may simply unmute and speak at that time, or use the Chat function and ask to be given an opportunity to speak.

- Likewise, during the meeting, Committee members may simply unmute themselves to speak or use the Chat function.

Public Comment Period

Christina Winn invited public comments. There were none.

Approval of August 26, 2020 Minutes

Beth Doughty made a motion to approve the minutes. It was seconded Greg Hitchin and approved by roll call.

Roll Call Vote of Committee

Name	Roll Call Vote		
	Yes	No	Abstain/ Absent
Carrie Chenery	X		
Beth Doughty	X		
Greg Hitchin	X		
John Kilgore	X		
Amy Parkhurst	X		
Jeff Reed	X		
Curry Roberts			Absent for Vote
Leonard Sledge	X		
Christina Winn	X		

Closed Session

John Kilgore made the following motion to enter a closed meeting. The motion was seconded by Beth Doughty and was approved by roll call.

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 AND STAFF FOR MARKETING ACTIVITIES, AND SPECIFIC MARKETING ACTIVITIES THAT 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.

Roll Call Vote of Committee

Name	Roll Call Vote		
	Yes	No	Abstain/ Absent
Carrie Chenery	X		
Beth Doughty	X		

Greg Hitchin	X		
John Kilgore	X		
Amy Parkhurst	X		
Jeff Reed	X		
Curry Roberts			Absent for Vote
Leonard Sledge	X		
Christina Winn	X		

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

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 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 CONVENED 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
Carrie Chenery	X		
Beth Doughty	X		
Greg Hitchin	X		
John Kilgore	X		
Amy Parkhurst	X		
Jeff Reed	X		
Curry Roberts	X		
Leonard Sledge	X		
Christina Winn	X		

Given that the committee was short on time, Christina Winn suggested that the agenda be amended to conduct the Election of Officers prior to having a Committee Roundtable discussion.

Election of 2021 Officers

Christina Winn read the nominations for Committee Vice Chair and for Committee Chair:

Nominations for Vice Chair:

Greg Hitchin
John Kilgore
Amy Parkhurst

Nominations for Chair:

Beth Doughty
Jeff Reed
Curry Roberts

The Committee conducted a roll call vote for Committee Vice Chair first. Greg Hitchin and John Kilgore accepted their nominations. Amy Parkhurst demurred. She thanked the Committee for the nomination but stated she would prefer to wait until next year as she has only had two meetings on the Committee thus far.

Christina Winn invited the nominees to make statements prior to the vote.

Greg Hitchin stated it was an honor to be nominated and that he looked forward to moving forward.

John Kilgore stated he was happy to serve if needed and that he was glad to be able to do so.

Roll Call Vote of Committee

Name	Roll Call Vote	
	Name	Abstain/ Absent
Carrie Chenery	Greg	
Beth Doughty	John	
Greg Hitchin	Greg	
John Kilgore	John	
Amy Parkhurst	Greg	
Jeff Reed	John	
Curry Roberts	Greg	
Leonard Sledge	Greg	
Christina Winn	John	

Christina Winn congratulated Greg Hitchin and welcomed him as the official Committee Vice Chair for 2021. She then invited the nominees for Committee Chair to make statements prior to a roll call vote.

Beth Doughty accepted her nomination and stated that, as a soon-to-be retiree, she will have additional time for Committee duties beginning in January and that she would look forward to having a broader perspective as well as representing Virginia's interests as a whole.

Curry Roberts also accepted his nomination and stated that he would be happy to do the job and also happy to support whoever is elected to the position.

Jeff Reed declined his nomination but stated he was flattered to have been considered.

Roll Call Vote of Committee

Name	Roll Call Vote	
	Name	Abstain/ Absent
Carrie Chenery	Beth	
Beth Doughty	Beth	
Greg Hitchin	Beth	
John Kilgore	Beth	
Amy Parkhurst	Beth	
Jeff Reed	Curry	
Curry Roberts	Beth	
Leonard Sledge	Beth	
Christina Winn	Beth	

Christina Winn congratulated Beth Doughty on being elected new Committee Chair. Beth Doughty thanked the Committee and stated that she looked forward to working with them. She also thanked Christina Winn for her service, saying that she set a very high bar for the position.

Christina Winn congratulated the new Chair and Vice Chair and thanked the Committee for allowing her to be their inaugural Chair. She also thanked Stephen Moret, Lori Melancon, and Vince Barnett for all of the work they do to make the Committee meetings go well and stay informative. Finally, she stated that she looks forward to seeing Beth Doughty and Greg Hitchin take the Committee to the next level.

Committee Roundtable

Greg Hitchin presented slides regarding updates to Waynesboro's Budget and Marketing programs due to Covid-19.

Beth Doughty discussed a remote worker campaign in her region and stated that development of the Woodhaven Tech Park continues. Additionally, Beth Doughty shared that her region will be doing a GoVA project designed to address a regional level frustration. She stated that there is a lack of a common platform to take local level information on existing business and extrapolate it to reveal regional trends. The GoVA project's aim is to help bridge that gap between the local and regional levels. Beth Doughty also discussed her region's outdoor asset management program and how they are now working to address the question of how to fund and manage the upkeep and maintenance of these assets which are seeing significantly increased use.

Amy Parkhurst shared that the Hampton Roads Alliance is thankful to be having Toi Hunter join their team. Additionally, she expressed that the Alliance is also experiencing the local/regional disconnect that Beth Doughty discussed and she shared some of the methods they are using to combat it, including facilitating industry cluster meetings and matchmaking with international companies. She shared that the region is doing well with Offshore Wind and that they have received a GoVA grant for initiatives in that industry. She stated that Tommy Miller has been terrific in assisting with that effort. Amy Parkhurst also shared that, in addition to rebranding, the

region was also featured in a recent issue of Site Selection Magazine discussing the unmanned industry. Finally, Amy Parkhurst shared that since the organization has been doing significantly less travel this year, they have used some of their extra funds to hire Wadley Donovan Gutshaw Consulting to do an office sector analysis.

Curry Roberts discussed an unfavorable editorial published about his region by an editorial writer who was present at a recent work group meeting for the initiative to develop a better regional brand. He said the article was published locally first and had been republished by the Richmond Times Dispatch on the day of the meeting. Curry Roberts also shared updates regarding his region's budget. Regarding project flow, he stated that for the period of January 29th to November 19th last year his region had 22 projects but, for the same time period this year, they have 31 projects – almost all of which have come in since June. He stated that this has made them relatively optimistic.

Christina Winn shared that her county has been primarily concerned with handling the \$16M in CARES Act funds they received to facilitate economic recovery. She discussed three programs that the county has found to be very effective: Capital Infrastructure and Innovation Grant for businesses that need to make physical improvements in order to adhere to health and safety guidelines related to Covid-19; Workforce Program providing certifications for the unemployed; and a Technical Assistance program that allows small businesses to utilize county contracts with certain types of technical and financial vendors. Christina Winn also shared that from a pipeline perspective, the county is very busy. She stated that Life Sciences is a main focus and that they are also getting a lot of demand from Data Centers and E-Commerce.

Jeff Reed shared that his region is using a GoVA grant to provide a similar program for E-Commerce businesses in his region. He stated that the program consists of 61 preferred vendors and that the region will pay half the cost for businesses who contract with these vendors. Jeff Reed also discussed his region's Shop Local and Downtown initiatives as well as the proprietary software the region developed and is now donating to localities and businesses developing similar initiatives.

Lori Melancon stated that the updates were very helpful and thanked Carrie Chenery for her suggestion of the Committee Roundtable.

There being no further business, Christina Winn declared the meeting adjourned at 3:28 PM.

Respectfully submitted,

Stephen Moret