

Minutes
Board of Directors of the Virginia Economic Development Partnership Authority
April 29, 2021
Electronic (Zoom) Meeting

Welcome and Call to Order

The meeting was called to order at 9:00 a.m. by Chair, Ned Masee, who noted that a quorum was present.

Members present: Secretary Brian Ball, Carrie Chenery, Dan Clemente, Stephen Edwards, Greg Fairchild, Deborah Flippo, Rick Harrell, April Kees, Secretary Aubrey Layne, Ned Masee, Vincent Mastracco, Anne Oman, Marianne Radcliff, and Xavier Richardson

Members absent: Bill Hayter and Dan Pleasant

VEDP staff present: Stephanie Agee, Vince Barnett, Lindsay Barker, Lindsey Bertozzi, Christine Bell, Jamie Canup, Rima Chavda, Melissa Cox, Nicole David, David Devan, Jason El Koubi, Emily Fay, Stephanie Florie, Katherine Goodwin, Sharon Grant, Bob Grenell, Mike Grundmann, Sandi McNinch, John Mehfoud, Lori Melancon, Debbie Melvin, Nathalie Molliet-Ribet, Stephen Moret, Christy Morton, Jordan Snelling, Tim Stuller, Carrie Vuori, and Adam Watkins

Guests present: Don Ferguson, Greg Hitchin, Chris Kalafatis, Charles Kennington, Kim McKay, Randy Sherrod, Doug Smith, and Turner Widgen

Welcome and Announcements

Chair Masee welcomed guests to the electronic meeting of VEDP's Board of Directors. Chair Masee noted that the Governor had declared a state of emergency in March due to the potential spread of COVID-19, a communicable disease threatening public health. The nature of the emergency makes it unsafe for the Board to assemble in a single location. Because an in-person meeting is unsafe and the Board wishes to discharge its lawful purposes, duties and responsibilities, the Board is permitted by the Virginia Freedom of Information Act, as amended by the State Budget, to meet by electronic means without a quorum of members being physically assembled at one location.

Chair Masee added that the Board is gathered now in a Zoom environment that is open to the public. The agenda suggests that the Board will enter into a closed meeting for a portion of the meeting. When the Board is ready to enter into a closed meeting, the Board members and VEDP support staff and legislative guests necessary to support the closed meeting will leave the public Zoom environment and gather in a separate Zoom environment. When the closed meeting is concluded, the Committee members will rejoin the 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

804.385.3517 and speak to Stephanie Florie. VEDP will do its best to re-engage and will halt the public portion of the meeting until the connection can be re-established.

Chair Massee shared a few reminders of things that would be different than past 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.
- During the public comment period, any member of the public wishing to make a comment should 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, Board members should simply unmute themselves to speak or use the Chat function.

Public Comment Period

Chair Massee solicited public comments. There were none.

Approval of Minutes

Chair Massee asked for approval of the minutes from the March 18, 2021, meeting. A motion was made by Mr. Harrell and seconded by Mr. Fairchild and the minutes were unanimously approved as presented by roll call vote.

Upon the vote:	Mr. Massee	Aye
	Secretary Ball	Absent for the vote
	Ms. Chenery	Aye
	Mr. Clemente	Aye
	Mr. Edwards	Aye
	Mr. Fairchild	Aye
	Ms. Flippo	Aye
	Mr. Harrell	Aye
	Ms. Kees	Aye
	Secretary Layne	Aye
	Mr. Mastracco	Aye
	Ms. Oman	Aye
	Ms. Radcliff	Aye
	Mr. Richardson	Absent for the vote

Chairman's Report

Chair Massee began his report by sharing that VEDP Board member, Tom Farrell, recently passed away after a battle with cancer. Chair Massee said Mr. Farrell will be remembered for his leadership at Dominion, his philanthropic work, and his commitment to his family. Chair Massee asked for a moment of silence in honor of Mr. Farrell for his many contributions to Virginia.

Chair Massee explained that Fredericksburg recently proclaimed April 24, 2021, as Xavier Richardson Day in recognition of Mr. Richardson's many years of dedicated service to the citizens of Fredericksburg. Chair Massee reported that the day included many festivities,

including a motorcade that traveled around the city, a special luncheon, and the premiere of a documentary titled “A Man Named Xavier.” The mayor of Fredericksburg read a proclamation at the city council meeting announcing Xavier Richardson Day in honor of their “native son” who went on to graduate from Princeton University and later Harvard Business School before returning home to become a mentor to many youth and young adults. Chair Masee said he was so pleased to see Mr. Richardson recognized in this special way and offered his congratulations on behalf of the Board. The meeting attendees gave Mr. Richardson a round of applause.

Chair Masee spoke about many good things happening at VEDP and expressed his gratitude for the terrific work of the dedicated staff at VEDP.

Chair Masee concluded his report by reviewing the meeting agenda.

President’s Report

Mr. Moret provided an update on VEDP’s goals for the year. He said that there has been a nice surge in Business Development activity for the second half of the year. He explained that VEDP has already exceeded its capital expenditures and leads converted goals and is on track to exceed the jobs goal, with projects representing over 3,000 jobs set to announce soon. He said this has been an outstanding effort across teams at VEDP under difficult circumstances this year.

Mr. Moret provided an update on VEDP’s major initiatives for the year. He reported that things are looking good overall. He said that the value proposition initiative continues to be the heaviest lift for staff across many divisions at VEDP.

Mr. Moret highlighted Team Virginia, sharing that the inaugural Board meeting would be taking place the following week and noting that many initiatives are already underway. Mr. Moret recognized Stephen Edwards and the Virginia Port Authority for recently signing on as an investor in Team Virginia.

Mr. Moret spoke about a couple of initiatives that are slightly delayed. He mentioned that the Talent Management initiative is off to a great start with Sharon Grant joining the team as Vice President of Human Resources. He noted that due to the hiring freeze and other factors it took a little longer to bring her on board than anticipated, so things are just ramping up in that area. Mr. Moret explained that implementation of the International Trade Plan has also been delayed due to the lack of funding needed to implement all of the plan’s initiatives. He recognized and thanked VEDP’s International Trade team for making great progress on the plan’s no-cost initiatives.

Mr. Moret shared notable developments since the last meeting.

Mr. Moret said that Virginia is currently being considered for the biggest collection of mega projects in its history. He added that unfortunately, due to a lack of available sites to accommodate them, most of the projects will be lost. He said that he hopes Virginia will be able to secure at least one or two.

Mr. Moret thanked Secretary Ball, the Governor, and others for their support in securing a U.S. EDA grant for nearly \$1M for post-Covid economic recovery planning.

Mr. Moret said that the site selection community loves the latest issue of *Virginia Economic Review*, “America’s Corporate Hometown,” which focuses on why so many executives choose Virginia for their corporate headquarters.

Mr. Moret said that a lot of effort is currently going into launching a new office of education and labor market alignment. He said the planning is going really well and he looks forward to updating the Board on the progress at a future meeting.

Mr. Moret said one of the most urgent priorities is the expansion of the Virginia Business Ready Sites Program. He said that many staff members across VEDP are working hard on this initiative, adding that he is grateful for the additional funding to continue this important work.

Mr. Moret mentioned Ms. Grant’s work on the kickoff of a needs assessment for Human Resources programs, as well as planning for VEDP’s Diversity, Equity, and Inclusion (DEI) Plan, which is scheduled to be completed by the end of June.

Mr. Moret shared his priorities for the next few months, including finalizing the FY22 Operational and Marketing Plans; competing for several major projects; value proposition deliverables; the next issue of *Virginia Economic Review*; key searches for VEDP leadership roles; and return to the office planning.

Mr. Moret concluded his report by sharing good news on his wife’s cancer journey and expressed his and his family’s gratitude for the kindness and support the Board and VEDP team have shown them during this difficult time.

Presentations from Local and Regional Partners

Greg Hitchin, Director of Economic Development and Tourism, City of Waynesboro

Mr. Hitchin shared a presentation on his region, which is part of the Staunton/Waynesboro MSA, and his organization. He shared details on the region’s assets and reviewed his organization’s major initiatives and how they are progressing on them.

Mr. Hitchin spoke about how VEDP is such an important partner to his organization, highlighting VEDP’s leadership and contributions on sites, talent, incentives, and marketing.

Ms. Chenery thanked Mr. Hitchin for his service as Vice Chair on VEDP’s Advisory Committee on Business Development and Marketing, in the Virginia Economic Developers Association (VEDA), and others. She said that Mr. Hitchin walks the walk on partnerships.

Secretary Ball spoke about his fondness for the region Mr. Hitchin represents. He explained that Waynesboro is the closest community to Skyline Drive and the Appalachian Trail and that there are a lot of great things happening in the community. Secretary Ball said that Mr. Hitchin does a wonderful job and that he enjoys working with him.

Chair Massee thanked Mr. Hitchin for his presentation.

Doug Smith, President & CEO, Hampton Roads Alliance

Mr. Smith gave a presentation on the Alliance and recent changes to the organization and structure. He shared details about their new focus on Business Retention and Expansion (BRE) and recovery as a result of COVID-19. He also spoke about their focus on offshore wind.

Mr. Smith reviewed changes to the Alliance's Board structure, going from a 70-person Board to a much smaller 13-person Board that is much more engaged in the organization.

Mr. Smith shared details of how the organization is funded and their goals for the future, including operating as one region, becoming an innovation hub, expanding their inventory of ready sites, and becoming America's offshore wind hub.

Mr. Smith spoke about the 757 Recovery & Resilience Action Framework, a 3-year gameplan designed to accelerate the region's economic recovery following COVID-19.

Mr. Smith shared the Alliance's 2020 business development results, stating that VEDP was a great partner and offered a lot of support which helped them achieve their goals. He emphasized partnerships and regional economic development.

Mr. Smith expressed his thanks to VEDP, the Virginia Port Authority, and the General Assembly for their support in retaining CMA CGM in Hampton Roads.

Mr. Smith spoke about the region's unique assets and workforce and emphasized the need for more marketing dollars to tell the story about Virginia to audiences outside of the state.

Mr. Masee congratulated Mr. Smith for the great amount of work he has done in such a short time and for his focus on regionalism.

Mr. Mastracco applauded Mr. Smith for realizing the Alliance's shortcomings when he came on board. He said Mr. Smith is a transformation guy, has credibility in the region, and is doing a terrific job.

Secretary Ball spoke about the Alliance's innovation hub for offshore wind. He said he thinks it was a great investment.

Chair Masee thanked Mr. Smith for his remarks.

Finance and Audit Committee Report

Mr. El Koubi provided an update on the topics that were discussed during the Finance and Audit Committee (FAC) meeting on April 28, 2021.

Mr. El Koubi reviewed the following consent agenda items, which were brought to the Board for a vote.

- Clawback Update which showed no new items have been referred to the Office of Attorney General; two overdue clawback requests, three outstanding clawback requests, and three clawbacks closed out since our March 2021 Board meeting)
- Extension Requests (recommend approving 2 first extension requests)
 - Cascades - Manufacturer of green packaging and paper tissue in Hanover County - \$1,950,000 COF Grant approved in 2018- recommend a first extension of 15 months to meet its employment and investment targets.
 - Midland Credit Management, Inc. - Financial service provider in the City of Roanoke - \$250,000 COF Grant approved in 2017- recommend a first extension of 15 months to meet its employment and investment targets.

Mr. El Koubi shared that Mr. Grenell presented the quarterly controller's report to the Committee, which showed that all division are operating within budget.

Mr. El Koubi said that Dixon Hughes Goodman LLC (DHG) presented the internal audit report for the Marketing & Communications (M&C) division. He said the report rendered a "satisfactory" rating (highest possible level) with only one "low" level finding. Mr. El Koubi said that DHG was very complimentary of the cooperation and collaboration they received from the M&C division. Mr. El Koubi added that VEDP management agrees with the finding and is working to remedy it within established timelines.

Secretary Ball made a motion to approve the consent agenda, omitting the Cascades extension request for Board members who wish to abstain. Secretary Layne seconded the motion and the motion was approved by roll call vote.

Upon the vote:	Mr. Massee	Aye
	Secretary Ball	Aye
	Ms. Chenery	Aye
	Mr. Clemente	Aye
	Mr. Edwards	Aye
	Mr. Fairchild	Aye
	Ms. Flippo	Aye
	Mr. Harrell	Aye
	Ms. Kees	Aye
	Secretary Layne	Aye
	Mr. Mastracco	Aye
	Ms. Oman	Aye
	Ms. Radcliff	Aye
	Mr. Richardson	Aye

Secretary Layne made a motion to approve the Cascades extension request. Secretary Ball seconded the motion and the motion was approved by roll call vote.

Upon the vote:	Mr. Massee	Aye
	Secretary Ball	Aye
	Ms. Chenery	Aye
	Mr. Clemente	Aye
	Mr. Edwards	Aye
	Mr. Fairchild	Aye
	Ms. Flippo	Aye
	Mr. Harrell	Aye
	Ms. Kees	Aye
	Secretary Layne	Aye
	Mr. Mastracco	Aye
	Ms. Oman	Aye
	Ms. Radcliff	Abstained
	Mr. Richardson	Aye

Legislation and Policy Committee Report

Legislation and Policy Committee Chair Marianne Radcliff gave an update on the topics that were discussed during the Committee meeting on April 28, 2021.

Ms. Radcliff said that Ms. Morton provided a recap of the reconvened General Assembly (GA) session to the Committee. Ms. Radcliff noted that there were no changes to VEDP budget items.

Ms. Radcliff explained that the GA is expected to return at least once more this summer for a special session to appropriate funds resulting from the American Rescue Plan.

Ms. Radcliff shared that the Committee also received a briefing on the candidates running for statewide office. She said that election day will be Tuesday, November 2, 2021.

Ms. Radcliff said that several groups will be looking at Virginia's tax policy to evaluate existing policy and make recommendations on any proposed changes.

Chair Masee thanked Ms. Radcliff for her leadership and Ms. Morton and team for their great work on the recent GA sessions.

Rural Virginia Action Committee Report

Rural Virginia Action Committee Chair Rick Harrell gave an update on the topics that were discussed during the Committee meeting on April 28, 2021.

Mr. Harrell shared that the Committee heard presentations and received informative updates on several interesting topics. He explained that Laura Rodriguez reviewed the work of VEDP's Rural and Small Metro Technology Centers initiative; Vince Barnett reviewed VEDP's Business Retention and Expansion (BRE) strategy; Josh Lewis from Virginia's Industrial Advancement Alliance provided a regional perspective on the BRE strategy; and Jill Loope from Roanoke County explained how her locality works with existing industry in the region.

Mr. Harrell said that all of the presentations were impressive and that the Committee learned a lot.

Chair Masee thanked Mr. Harrell for his report.

Nominating Committee Report

Nominating Committee Chair Xavier Richardson gave an update on recent Committee activity.

Mr. Richardson explained that Chair Masee's two-year term will be coming to an end on June 30, 2021, and that the Committee members recommend appointment of Dan Pleasant to serve as the next Chair of the VEDP Board of Directors. Mr. Richardson said that this unanimous recommendation is made based on Mr. Pleasant's strong leadership skills and abilities, professional successes, and his long and dedicated service as a Board member.

Chair Masee said that the Committee members had conversations with many Board members to discuss the potential nomination and the members they spoke with were very supportive of the idea.

Ms. Chenery asked for a recap of the members of the Nominating Committee. Chair Masee reviewed the Committee membership. Ms. Chenery shared that she is very supportive of the nomination of Mr. Pleasant, but suggested that the nomination process be reviewed in the future to ensure that all Board members have an opportunity to be included in the process.

Mr. Richardson made a motion to approve the nomination of Mr. Pleasant to serve as the next Chair of the VEDP Board of Directors for a two-year term commencing on July 1, 2021. Chair Masee seconded the motion and the nomination was unanimously approved by roll call vote.

Upon the vote:	Mr. Masee	Aye
	Secretary Ball	Aye
	Ms. Chenery	Aye
	Mr. Clemente	Aye
	Mr. Edwards	Aye
	Mr. Fairchild	Aye
	Ms. Flippo	Aye
	Mr. Harrell	Aye
	Ms. Kees	Aye
	Secretary Layne	Aye
	Mr. Mastracco	Aye
	Ms. Oman	Aye
	Ms. Radcliff	Aye
	Mr. Richardson	Aye

Chair Masee offered his congratulation to Mr. Pleasant on his appointment and thanked Mr. Richardson for his good work leading the Nominating Committee.

Closed Meeting

FY22 Operational Planning; FY22 Marketing Planning; Performance Metrics; Local and Regional Competitiveness Initiative; Quarterly Marketing Effectiveness Report; International Trade; Talent Solutions; Personnel

A motion was made by Mr. Mastracco and seconded by Mr. Harrell to move into a closed meeting. The motion shown below was unanimously approved by roll call vote.

I MOVE THAT THE BOARD OF DIRECTORS OF THE VIRGINIA ECONOMIC DEVELOPMENT PARTNERSHIP AUTHORITY CONVENE A CLOSED MEETING PURSUANT TO VIRGINIA CODE §2.2-3711(A)(1) TO ENGAGE IN A DISCUSSION OR CONSIDERATION OF THE ASSIGNMENT, APPOINTMENT, PROMOTION, PERFORMANCE, DEMOTION, SALARIES, DISCIPLINING, OR RESIGNATION OF VEDP'S EMPLOYEES, INCLUDING A DISCUSSION OF THE IMPACT ON EMPLOYEES OF DEI INITIATIVES, AND 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.

Upon the vote:	Mr. Massee	Aye
	Secretary Ball	Aye
	Ms. Chenery	Aye
	Mr. Clemente	Aye
	Mr. Edwards	Aye
	Mr. Fairchild	Aye
	Ms. Flippo	Aye
	Mr. Harrell	Aye
	Ms. Kees	Aye
	Secretary Layne	Aye
	Mr. Mastracco	Aye
	Ms. Oman	Aye
	Ms. Radcliff	Aye
	Mr. Richardson	Aye

Mr. Moret asked that VEDP staff and legislative guests be allowed to stay for the closed meeting for all matters, with the exception of personnel matters, and Chair Massee agreed.

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

WHEREAS, 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 BOARD THAT SUCH CLOSED MEETING WAS CONDUCTED IN CONFORMITY WITH THE ACT;

NOW, THEREFORE, BE IT RESOLVED, THAT THE BOARD 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 BOARD.

Upon the vote:	Mr. Massee	Aye
	Secretary Ball	Aye
	Ms. Chenery	Aye
	Mr. Clemente	Aye
	Mr. Edwards	Aye
	Mr. Fairchild	Aye
	Ms. Flippo	Aye
	Mr. Harrell	Aye
	Ms. Kees	Aye
	Secretary Layne	Absent for the vote
	Mr. Mastracco	Aye
	Ms. Oman	Aye
	Ms. Radcliff	Aye
	Mr. Richardson	Aye

Vote Regarding Closed Session Item

A motion was made by Mr. Richardson to approve the Quarterly Marketing Effectiveness Report. The motion was seconded by Mr. Clemente and was approved by roll call vote.

Upon the vote:	Mr. Masee	Aye
	Secretary Ball	Aye
	Ms. Chenery	Aye
	Mr. Clemente	Aye
	Mr. Edwards	Aye
	Mr. Fairchild	Aye
	Ms. Flippo	Aye
	Mr. Harrell	Aye
	Ms. Kees	Aye
	Secretary Layne	Absent for the vote
	Mr. Mastracco	Aye
	Ms. Oman	Aye
	Ms. Radcliff	Aye
	Mr. Richardson	Aye

Anticipated topics for the 6/17/21 Board meeting

Mr. Moret shared anticipated topics for the next Board meeting, which will take place virtually on June 17, 2021. He noted that in addition to many regular business items, the Board can expect a presentation on the Office of Education Economics by Pam Harder and a briefing on some outstanding work the team has been doing around site development preparedness.

Open Discussion

Board members shared comments during an informal roundtable discussion. Members provided updates on happenings in their regions and professional spheres, including a common theme of COVID-19 reopening status.

Adjournment

There being no further business, Chairman Masee adjourned the meeting at 12:06 p.m.

Respectfully submitted,

Stephen Moret

Secretary