

**Minutes
International Trade Committee
Virginia Economic Development Partnership
November 2, 2017
VEDP Office – 901 East Cary Street, 9th Floor
Richmond, VA 23219**

Call to Order/Welcome

The meeting was called to order at 1:00 pm by Jason El Koubi, VEDP Executive Vice President. Each person introduced themselves.

Members Present: Hampton Dowling, George Judd, Stuart Malawer, Art Moye (arrived at 1:09 p.m.), John Pullen, Megan Seibel for Secretary Basil Gooden, Art Moye

Members Absent: Bob Feeser, Mike Ligon, James Xu

VEDP Staff Present: Vince Barnett, Jason El Koubi, Carolyn Elliott, Paul Grossman, Sandi McNinch, Stephen Moret, Mary Wood

Guests Present: None

Public Comment Period

Jason El Koubi solicited public comments. There were none.

Sandi McNinch, VEDP Legal Counsel, noted that a quorum was not present and voting could be not conducted. Mr. Grossman stated that Art Moye was en route and would be present very shortly. Note: Art Moye joined the meeting at 1:09 p.m. and thus a quorum was established.

VEDP Response to Trade-Related JLARC Recommendations

Mr. El Koubi said that the PowerPoint slides shown at the October 12, 2017, meeting were shared with the VEDP Finance and Audit Committee as well as the full Board. Mr. El Koubi and Mr. Grossman discussed the response to Recommendations 17 and 18.

JLARC Recommendation #17: Coordinate Trade & FDI

Mr. El Koubi stated that the draft recommendation is what is envisioned as the reply. Vince Barnett, Vice President of Business Investment (BI), joined the meeting in conjunction with Recommendation 17. Mr. Barnett said that occasionally Trade and FDI share booth space at international trade shows, referencing the Paris Air Show and the Dubai Show. These two teams are already work together and will continue doing so via the formalized communication process in response to JLARC recommendations.

JLARC Recommendation #18: Export Promotion Data

Mr. Grossman said that the reply to this recommendation is essentially complete. It was recommended to collect sales on companies International Trade serves. Mr. Grossman explained that companies are not required to report their sales to any state agency. A survey of companies

served by International Trade is done annually and was completed on October 1, 2017. Mr. Dowling complimented the 50% response rate.

Mr. Judd asked if both International Trade and BI used Salesforce, especially for leads. Mr. Grossman responded, yes, but clarified that our overseas reps do not have access to Salesforce since they are not employees. International Trade does not use leads in the traditional sense. Mr. Pullen stated that sharing calendars is very important and visibility of information is helpful. It was noted that International Trade and FDI are different and share resources, such as the Salesforce platform.

Mr. Grossman asked Mr. El Koubi if he wanted a vote from this Committee that these responses were agreed upon. Mr. El Koubi said he thought there should be directional input from this Committee for the December overall VEDP submission. He would like to have the International Trade Committee sign off in some way on the submission. It would be helpful if he could report to the VEDP Board that the International Trade Committee voted to agree with the responses to Recommendations 17 and 18.

Mr. Judd expressed that the Trade Committee would like to see the final version of the response for JLARC before it is submitted. Mrs. McNinch said that the International Trade Committee could agree with the nearly-final version and one person should sign-off on the final version.

Mr. Malawer stated that the International Trade Committee's role is to make recommendations to the VEDP Board on behalf of International Trade as intended by the General Assembly but it seems the role is reversed. The VEDP Board is giving the Trade Committee updates and making recommendations for the International Trade Committee to sanction.

Mr. Judd made a motion to accept the two responses in draft form. Mr. Pullen seconded. Mr. Dowling suggested to table this until a Chairman and Vice Chairman were elected.

Minutes of October 12, 2017 Meeting

Mr. Dowling made a motion to approve the minutes. Mr. Malawer seconded and the motion passed.

Election of Chairman and Vice Chairman

Mr. El Koubi asked if anyone had an interest in these two positions. Stuart Malawer, Hampton Dowling and George Judd expressed an interest. Mr. Judd said that he would be happy to step up to either role but would prefer Vice Chairman. Mr. Malawer was interested in having two vice chairmen. Mrs. McNinch said that state code is for one chairman and one vice chairman. After discussion between the team members, Mr. Malawer made a motion that Mr. Dowling be Chairman and George Judd be Vice Chairman. Mr. Pullen seconded and the motion carried. The team then discussed the length of these terms. Mrs. McNinch suggested making the initial terms effective through June 30, 2019, and then one-year terms after that. Mr. Malawer made a motion for the initial terms to be effective through June 2019. Mr. Pullen seconded and the motion carried. Mr. Dowling made a motion for the for one-year terms after June 2019. Motion was seconded by Mr. Pullen and all approved.

Trade Component of VEDP Strategic Plan

Since the Strategic Plan is still in draft form, Mrs. McNinch moved for closed session for strategic plan discussion.

I MOVE THAT THE COMMITTEE ON INTERNATIONAL TRADE 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.

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

WHEREAS, THE COMMITTEE ON INTERNATIONAL TRADE OF THE BOARD OF DIRECTORS OF THE VIRGINIA ECONOMIC DEVELOPMENT PARTNERSHIP AUTHORITY HAS CONVENEED 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.

VOTE:	5-0
YEAS:	Hampton Dowling, George Judd, Stuart Malawer Art Moye, Megan Seibel
NAYS:	0
ABSTAINED:	0
ABSENT FROM MEETING:	Bob Feeser, Michael Ligon, James Xu John Pullen left the meeting at 3:07 p.m.

Press Release

A press release regarding the International Trade Committee will be released by VEDP. Mr. Grossman shared a draft press release regarding today's meeting.

Definition of "International Trade" and Role of Imports

Since Mr. Ligon commented at the Committee's prior meeting that the concept of International Trade should be expanded, Mr. Grossman shared a program by C&M International, Ltd. (Crowell Moring), its "Global Duty Recovery and Duty Savings Program." This is a program whereby a team of professionals conducts an analysis of a company's global trade footprint to determine potential duty recovery, duty savings or market access opportunities. If the analysis determines that recovery is feasible, C&M International, Ltd. will seek and obtain savings using appropriate administrative, judicial or legislative processes. This program can save clients significant amounts of money. Perhaps this type of service could be promoted by International Trade, partnering with C&M International, Ltd. Mr. Grossman will look into this further.

FY2017 Client Survey Results

The survey results were shown by Mr. Grossman. He explained that these were voluntary responses, with a survey response rate of 50.6% and high satisfaction scores. The programs International Trade offers are not things that companies can do by themselves. Part of International Trade's success is their staff and their hands-on assistance. Research requests lead to travel to the market which ultimately leads to sales. Mr. Judd commented that he was introduced to International Trade by the Virginia Chamber of Commerce. Megan Seibel commented on the shading on the chart and that some adjustments might be needed for clarification. Mr. Malawer commented that when governors in other states travel on mission trips, they take a delegations with them, including the economic development community and companies in the state's trade programs. He asked how VEDP could ask the governor to bring companies on mission trips to develop public support for Trade. Megan Seibel asked how companies can invite members of the administration to travel with them and should this be territorial. Mr. Moye commented that they have found shared trade missions are successful, stating that the Virginia Port Authority and the Virginia Maritime Association have co-hosted international receptions. Mr. Malawer stated that public awareness is critical to International Trade and that lack of awareness and support for Trade should be addressed by VEDP.

Meeting Expense Reimbursements

Mr. Grossman distributed a mileage/expense reimbursement form to the International Trade Committee members.

Next Meeting and Wrap-Up

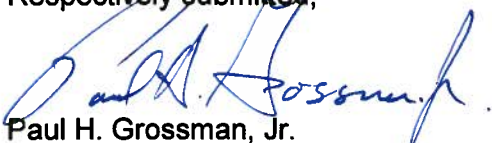
Chairman Dowling asked for comments/thoughts. Mr. Moyer did not have any further recommendations but noted that there were vacant seats at the meeting and members need to attend the meetings. Mr. Malawer said that Virginia will have a new governor shortly and thought should be given as to how this committee will communicate with the new governor. Ms. Seibel mentioned that the Agriculture International Trade Conference is coming up in spring 2018. Mr. Judd said there was a lot of discussion on different initiatives and that he would like to see a "map" of touchpoints for the International Trade program for its partners across the state. Where are the gaps and what relationships are in place? Chairman Dowling said that the Trade Committee is exploring a new world and needs to expand the only program that is the shining star of JLARC. Steps needed are to get educated as a committee, advise the VEDP broadly, come up with objectives and ideas, and ensure that International Trade successfully expands. The Committee is not a working group of VEDP. Chairman Dowling requested the Committee members forward to him their thoughts on ideas that they have for the Committee's work and agenda items for the next meeting.

Chairman Dowling encouraged each Committee members to establish an email account that relates only to this International Trade Committee for FOIA purposes.

The next International Trade Committee will be on Thursday, November 30, from 1:00-4:00 pm, at the VEDP offices in Richmond. Mr. Malawer suggested holding some of the future meetings outside Richmond. Mr. Judd noted that the Committee has to rely on staff support and that a location out of the Richmond area may not be possible. Chairman Dowling noted that he would attend the next VEDP Board Meeting on November 17, 2017.

The meeting was adjourned at 4:04 pm.

Respectively submitted,



Paul H. Grossman, Jr.
Vice President, International Trade
Virginia Economic Development Partnership