



GO Virginia Region 8 Council Meeting Minutes
 Monday, March 5, 2018, 10:00am to 12:00pm
 Murphy Deming College of Health Sciences, Room 155
 100 Baldwin Boulevard, Fishersville, VA 22939

FIRST	LAST	AFFILIATION	ATTENDED
Jon	Alger	James Madison University	X
Devon	Anders	InterChange Group	
Stacy	Barrett	Barrett Machine, Inc.	X
Kathlynn	Brown	SRI International	X
John	Downey	Blue Ridge Community College	X
Joanie	Eiland	Elk Trucking, Inc.	Via Phone
Tracy	Fitzsimmons	Shenandoah University	
Frank	Friedman	CornerStone Bank/City of Lex Mayor	X
Dilton	Gibbs	Kraft Foods	
Mike	Goertzen	Serco, Inc.	X
Mike	Keyser	BARC Electric	
John	King	Virginia Poultry Growers Cooperative	X
Chris	Kyle	Shentel	
Connie	Loughhead	Des Champs Technologies	X
Gwen	Malone	Retired K-12 Educator/Planning Commission	
Keith	May	Cottonwood Commercial	X
Jill	McGlaughlin	Classic Kitchen & Bath	X
Mark	Merrill	Valley Health System	
Kathy	Moore	Moore Public Relations	
Dennis	Morris	NSVRC Board Chair	
John	Neff	Retired - Nielsen Builders	
George	Pace	Shenandoah Valley Angel Investors	X
Fulton	Sensabaugh	Kjellstrom & Lee	
J.J.	Smith	Valley Proteins	X
Jeff	Stapel	Shickel Corporation	X
Robin	Sullenberger	Highland County Economic Development Authority	X
Rick	Till	O'Sullivan Films	
Judith	Trumbo	Virginia Mennonite Retirement Community	X
Carrie	Chenery	Shenandoah Valley Partnership	X
Bonnie	Riedesel	Central Shenandoah Planning District Commission	X
Brandon	Davis	Northern Shenandoah Valley Regional Commission	X
Sharon	Johnson	Shenandoah Valley Workforce Development Board	

Call to Order

The March 5, 2018 Council meeting for GO Virginia Region 8 was called to order by Chairman George Pace at 10:00 a.m.

Welcome & Introductions

Dr. Pamela Fox, President, Mary Baldwin University, welcomed the Council to the Murphy Deming College of Health Sciences and gave a brief history of the campus. Dr. Fox noted Dr. Deborah Greubel was appointed as the Vice President and Dean of the Murphy Deming College of Health Sciences last November and, over time, plans to expand the current campus. Dr. Fox also discussed the ongoing transformation of Mary Baldwin University overall, with innovation being the sustaining force that will drive growth to 2,500 students by 2025.

All Council members then introduced themselves.

Approval of October 30, 2017 Minutes

The minutes of the October 30, 2017 meeting were reviewed. Dr. John Downey motioned for the minutes to be approved, seconded by Jeff Stapel. The minutes were approved unanimously.

Council Member Nominations

Chairman Pace announced three Council seats are now vacant, with one vacancy being the rotating seat for the Northern Shenandoah Valley Regional Commission. He encouraged everyone to submit potential candidates to the Nominating Committee for consideration. A list of the Nominating Committee members was provided in each Council packet. It was recommended the Nominating Committee meet prior to the next Council meeting to create a list of names to be presented for approval on April 27th. A motion was made by Frank Friedman to accept the recommendation the Nominating Committee present a list of candidates to fill vacant seats at the April 27th meeting, seconded by President Jon Alger. The motion was approved unanimously.

Economic Development Ad Hoc Group

Robin Sullenberger, Highland County Economic Development Authority, noted the private sector plays an integral role in GO Virginia, but those in the public sector, who deal with economic activity every day, are more engaged. As a result, Mr. Sullenberger said he feels it vital to the success of Region 8 that the Council re-engage economic developers by establishing an ad hoc group to serve in an advisory role. This would be an informal opportunity for economic developers to talk to each other and come up with regional project ideas. Chairman Pace added the economic developers are the ones who know what is working "on the ground". He suggested a first step of the ad hoc group would be to look at the projects already funded through GO Virginia and see if any similar projects are feasible within Region 8. In response to questions on how the ad hoc group would work, Mr. Sullenberger stated the group would meet in person or via conference call and serve strictly as an advisory group, only making recommendations. A comment was made by a Council member that it is important to make sure all economic developers within the Region 8 footprint are engaged and Mr. Sullenberger gave assurance that all in the region would be given opportunity to be involved.

A motion was made by Mike Goertzen to establish the economic development ad hoc group, seconded by President Jon Alger. The motion was approved unanimously.

Update on Project Submissions

Bonnie Riedesel, Executive Director, Central Shenandoah Planning District Commission, announced the Rockbridge Area Advanced Manufacturing Program (RAAMP) was awarded GO Virginia funding and a contract review meeting was being held with representatives from DHCD on March 7th. Ms. Riedesel read an email from Walt Johnson, Byers Technical Institute, relating the stories of several of the students in their welding program and the opportunities they have now been afforded through this training. Ms. Riedesel stressed the importance of remembering the real people behind all the numbers and jobs being created.

Ms. Riedesel then discussed the unsuccessful Nursing project submitted by Region 8. After several months of debate on the State level, it was determined healthcare would not be eligible for GO Virginia funding because it was a non-traded sector and lacked out of state funding. It was suggested by the State Board to seek funding sources through workforce development.

Important Dates and Process Updates

Bonnie Riedesel, Executive Director, Central Shenandoah Planning District Commission, reviewed the updated 2018 Region 8 “Key Dates & Deadlines” calendar provided in each Council packet. Ms. Riedesel made special note of the upcoming project application deadlines, both per capita and competitive. The Region 8 project application is currently being adjusted to better align with the State application. As well, an infographic on how to apply for GO Virginia funding is in development and should be completed in the next couple weeks.

Ms. Riedesel also reviewed Board Policy #2 which was approved at the most recent State Board meeting. This allows each Regional Council the option to receive administrative approval for up to \$250,000 of its per capita grant funds each fiscal year with a limit of \$100,000 per project. This will allow for quicker funding and less oversight on smaller projects.

Financial Status Update

Brandon Davis, Executive Director, Northern Shenandoah Valley Regional Commission, gave an overview of the financial documents included in each Council packet. He noted December/January support organization expenses were paid out on February 14th and draw #7 was uploaded to CAMS on February 15th. He also noted the Northern Shenandoah Valley Regional Commission would be working closely with DHCD on the contract for the funded Rockbridge Area Advanced Manufacturing Program (RAAMP) project.

A motion was made by John King to approve the Financial Status report, seconded by Connie Loughhead. The motion was approved unanimously.

Elected Official Outreach

Chairman George Pace and Carrie Chenery, Executive Director, Shenandoah Valley Partnership, updated the Council on the two “dueling” budgets at the state level for GO Virginia funding. McGuire Woods and the DHCD have both been advocating for funds, but it is important for regional Council members to continue their outreach to the legislators. As well, a requirement that GO Virginia administrative dollars be matched by each region had been discussed at the state level and Chairman Pace re-iterated this would be a “deal breaker” for Region 8 and encouraged Council members to voice their opposition.

During this time, Ms. Chenery also noted she has been working with students in a Virginia Tech class that is focusing on potential ideas for multi-regional projects. She emphasized the importance of an outreach campaign to make people aware of the GO Virginia funding and generate more project submissions. A Council member suggested adding a “blue sky” session at each Council meeting to further discuss project ideas.

I-81 Corridor Update

Brandon Davis, Executive Director, Northern Shenandoah Valley Regional Commission, noted state legislation to address the issues of Interstate 81 had not fared well in Richmond. Though GO Virginia dollars will not solve the problem, Mr. Davis noted the value of the people in the room and encouraged a unified statement on persuading legislators and VDOT to address the issue now.

Annette Medlin, President and CEO of the Greater Augusta Regional Chamber of Commerce, and Frank Tamberrino, President of the Harrisonburg-Rockingham Chamber of Commerce, briefed the Council on the work of the “Improve I-81 Chamber Coalition”. Five Chambers of Commerce along the northern section of I81 have come together as a cohesive voice to let legislators know that something must be done to address the safety issues and economic impact of this portion of I81. The group does not want more plans and studies, but is advocating that action must happen now.

A motion was made by Dr. Downey that Chairman Pace, with staff, would compose a letter to be sent to legislators and VDOT officials voicing Region 8 Council members' agreement with the "Improve I-81 Chamber Coalition" mission. As well, Region 8 Council members believe the issues on I81 need to be addressed now and are in consensus new revenue sources need to be found to fund improvement work. The motion was seconded by Connie Loughhead and was approved unanimously.

Next Council Meeting

Friday, April 27, 2018; location TBD (Southern Region)

Public Comment

Laura Toni-Holsinger, Executive Director, United Way of Harrisonburg and Rockingham County, remarked that she hoped GO Virginia would consider working with non-profits as both groups are focused on community impact and economic development. She also noted the completion of the ALICE study (Asset Limited, Income Constrained, Employed) which looks at the population that is working, yet struggling to make ends meet. A community conversation is planned on March 14th that will bring together community leaders to review the data and discuss it further.

Adjournment

There being no further business to come before the Council, Chairman Pace adjourned the meeting at 12:10 p.m.