



GO Virginia Region 8 Council Meeting Minutes

Tuesday, July 18, 2017 | 10:00 a.m. – 12:00 p.m.

BRITE Transit Facility, 51 Ivy Ridge Lane, 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.	X
Tracy	Fitzsimmons	Shenandoah University	
Frank	Friedman	CornerStone Bank/City of Lex Mayor	X
Dilton	Gibbs	Kraft Foods	
Mike	Goertzen	Serco, Inc.	
Mike	Keyser	BARC Electric	
John	King	Virginia Poultry Growers Cooperative	X
Chris	Kyle	Shentel	X
Connie	Loughhead	Des Champs Technologies	
Gwen	Malone	Retired K-12 Educator/Planning Commission	X
Keith	May	Cottonwood Commercial	X
Jill	McGlaughlin	Classic Kitchen & Bath	
Mark	Merrill	Valley Health System	
Kathy	Moore	Moore Public Relations	X
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 July 18, 2017, Council meeting for GO Virginia Region 8 was called to order by Chairman George Pace at 10:05 a.m.

Welcome & Introductions

Bonnie Riedesel, Executive Director, Central Shenandoah Planning District Commission, welcomed all Council members and guests to the BRITE Facility and gave an overview of the role her organization plays in regional transportation.

All Council members then introduced themselves. In addition to speakers on the agenda, guests included representatives from the Department of Housing & Community Development (DHCD), Delegate Steve Landes, Courtland Robinson with the Shenandoah Valley Partnership, and several members of the public. Elizabeth McCarty also participated on behalf of the Central Shenandoah Planning District Commission (CSPDC) and Joan Hollen represented Sharon Johnson on behalf of the Shenandoah Valley Workforce Development Board (SVWDB).

Approval of May 23, 2017 Minutes

The minutes of the May 23, 2017, meeting were reviewed. Joanie Eiland motioned for the minutes to be approved, seconded by Dr. John Downey. The minutes were approved unanimously.

GO Virginia Statewide Update

Chris Lloyd, Senior Vice President and Director, Infrastructure and Economic Development, McGuire Woods Consulting, LLC, gave an update on the GO Virginia statewide effort. Chris reviewed the GO Virginia purpose statement and reminded the Council all areas of Virginia are intended to participate and benefit from this initiative, not just Northern Virginia, Richmond or Hampton Roads. It is, however, up to each region to take GO Virginia to the next level. Chris said he realizes procedural and meeting fatigue may be setting in, but thoughtful, deliberate process is necessary to move on to the level of action. In response to a question from Frank Friedman regarding collaboration with VEDP, Chris explained VEDP is focused "externally" on selling Virginia while GO Virginia should be focused on more "internal" development of sites, entrepreneurs, workforce, etc.

Staff Update & Introductions

Carrie Chenery, Executive Director of the Shenandoah Valley Partnership, introduced Jen Weaver, new Administrative Coordinator. Jen will be dividing her time between the Shenandoah Valley Partnership and the GO Virginia Region 8 Council.

Conflicts of Interest Act Update

Carrie updated the Council on the required Conflicts of Interest Act training. All but two Council members have completed the training. The two members who are not compliant have been traveling and plan to have the training completed next week.

Region 8 Budget Approval Update

Bonnie Riedesel, Executive Director, Central Shenandoah Planning District Commission, reviewed the budget which now includes a revised number of \$164,020, for the EG&D Plan Consultant. Bonnie notified the Council of the submission of the Region 8 budget and the subsequent approval by the GO Virginia Board.

Region 8 Budget Progress Report

Brandon Davis, Executive Director of the Northern Shenandoah Valley Regional Commission, gave an update on the budget process and reviewed financial statements included in each board packet. As fiscal agent, his organization will ensure Region 8 is “absolutely compliant” in all budget processes. Brandon told the Council members DHCD has authorized each region to adjust line items within the budget without additional approval. Carrie Chenery added that a very informative budget narrative is included in each Council members’ packet.

Growth & Diversification Plan Consultant Introduction & Plan Update

Chairman Pace thanked the ad hoc Review and Selection committee for their work in choosing Camoin Associates as the Growth & Diversification Plan consultants. Rob Camoin, President of Camoin Associates, then presented an introduction of his project team as well as an overview of the project, including a baseline assessment, competitive positioning and a development framework. Rob said there are certainly opportunities within Region 8 but also challenges to be considered. A business survey sent out by the support organizations, which will be utilized by Camoin in formulating their plan, generated 156 responses. Rob stated that preliminary results show a positive business ethic in the region but a concern of low unemployment and underemployment making demand for workforce problematic.

When opened to questions or comments, Delegate Steve Landes reiterated the driving force behind GO Virginia is to diversify regions of the state away from public, government sector jobs. Delegate Landes emphasized the importance of promoting to local elected officials what the Region 8 Council is doing. According to Delegate Landes, not all in the legislature are fully supportive of the GO Virginia effort, so it is vital to make them aware of the importance of this initiative.

Next Steps

Liz Rafferty, Advisor for Community Development, Secretary of Commerce and Trade, Office of Governor Terry McAuliffe, presented next steps for the Council to focus on in the near future. The Growth and Diversification Plan must be submitted to DHCD by August 25th. This plan is the central piece for each GO Virginia region and will be the framework for the long term success of the initiative. In order to have a successful plan, Liz said to focus on the following elements: the impact on the region, the economic and workforce development, the alignment with other initiatives (such as VEDP), the development process, and the parameters of the budget. As well, she cautioned against the following pitfalls: losing focus on the GO Virginia mission statement, being too comprehensive and not laser focused, not taking risks but instead becoming captive to the same thing, thinking money has to be spent quickly, and failing to utilize the leverage component.

Chairman George Pace reiterated the tight timetable in which the EG&D Plan has to be formulated and submitted to the GO Virginia board. There was also discussion on the framework of project initiatives and the need for a clear process on application submittal, deadlines, etc.

Next Council Meeting

Chairman Pace reminded members of the next Council meeting on August 18th at a location TBD in Lexington. The meeting is scheduled from 10:00 am until 12:00 pm. Subsequent meetings are currently scheduled for September 20th and November 21st with locations to be announced.

Public Comment

There were no comments from the public.

Adjournment

There being no further business to come before the Council, Chairman Pace adjourned the meeting at 12:00p.m. with a motion for adjournment by Dr. John Downey and a second by Frank Friedman.