



**GO Virginia Region 8 Council Meeting Minutes**

Wednesday, September 20, 2017, 10:00 a.m. to 12:00 p.m.

James Madison University, College of Health & Behavioral Studies Building, 5<sup>th</sup> Floor Conference Room  
235 Martin Luther King, Jr. Way, Harrisonburg, VA 22801

FIRST	LAST	AFFILIATION	ATTENDED
Jon	Alger	James Madison University	X
Devon	Anders	InterChange Group	X
Stacy	Barrett	Barrett Machine, Inc.	
Kathlynn	Brown	SRI International	X
John	Downey	Blue Ridge Community College	X
Joanie	Eiland	Elk Trucking, Inc.	X
Tracy	Fitzsimmons	Shenandoah University	X
Frank	Friedman	CornerStone Bank/City of Lex Mayor	X
Dilton	Gibbs	Kraft Foods	X
Mike	Goertzen	Serco, Inc.	
Mike	Keyser	BARC Electric	
John	King	Virginia Poultry Growers Cooperative	X
Chris	Kyle	Shentel	X
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	
Jeff	Stapel	Shickel Corporation	X
Robin	Sullenberger	Highland County Economic Development Authority	X
Rick	Till	O'Sullivan Films	
Judith	Trumbo	Virginia Mennonite Retirement Community	
Carrie	Chenery	Shenandoah Valley Partnership	
Bonnie	Riedesel	Central Shenandoah Planning District Commission	X
Brandon	Davis	Northern Shenandoah Valley Regional Commission	X
Sharon	Johnson	Shenandoah Valley Workforce Development Board	X

## **Call to Order**

The September 20, 2017 Council meeting for GO Virginia Region 8 was called to order by Chairman George Pace at 10:05 a.m.

## **Welcome & Introductions**

Jon Alger, President of James Madison University, welcomed everyone to the campus, in particular the College of Health and Behavioral Studies Building, which has been opened for two years and was part of the old Rockingham Memorial Hospital complex. President Alger stated the University's current enrollment is 21,000, with more and more of those students wanting to stay in the area upon graduation. In regards to economic impact, JMU and its students, employees and visitors spent over \$480 million in the Harrisonburg area according to 2015 statistics. That dollar amount will only continue to increase with the opening of Hotel Madison and Shenandoah Valley Conference Center in Spring 2018. In closing, President Alger noted the University's impact on the area is not only determined in dollar amounts but is significant in its commitment to community engagement and environmental responsibility.

All Council members then introduced themselves.

## **Approval of August 18, 2017 Minutes**

The minutes of the August 18, 2017 meeting were reviewed. Connie Loughhead motioned for the minutes to be approved, seconded by President Jon Alger. The minutes were approved unanimously.

## **Growth & Diversification Plan Status**

Bonnie Riedesel, Executive Director, Central Shenandoah Planning District Commission, updated the Council that the Region 8 GO Virginia Economic Growth and Diversification Plan had been submitted to the State Board and approved. Feedback from the State Board noted the Plan was "very good". An approved Economic Growth and Diversification Plan was a requirement for each GO Virginia region and going forward will provide the guidance and structure for implementation of any projects. The five targeted industries outlined in the Region 8 Plan were determined to have potential for growth and met the requirement for jobs exceeding \$41,000. Any project submitted for consideration must fall into one of these targeted industries in addition to meeting the other framework criteria and match requirements.

Ms. Riedesel also announced Camoin Associates would be making one last presentation of the Region 8 Economic Growth and Diversification Plan in the area. This will be a summarized version given after the Shenandoah Valley Partnership's Board meeting to be held October 20<sup>th</sup> at Massanutten Resort. Camoin is also working on an infographic featuring a summary of the Plan findings.

## **Project Application Process**

Elizabeth McCarty, Director of Planning, Central Shenandoah Planning District Commission, outlined the proposed process for project applications. The initial round of projects will focus on per capita funding, of which Region 8 has \$928,000. Approximately \$11.3 million in competitive statewide GO Virginia funds will also be available for projects. Region 8 pre-application forms will be distributed as a fillable PDF to Regional Council, all regional economic development directors, CAOs, the Chamber directors, as well as SVWDB and SVP Board members starting on September 21<sup>st</sup>. The pre-applications can be submitted to the Central Shenandoah Planning District Commission upon receipt but no later than Friday, October 13<sup>th</sup>, 2017. The Grant Proposal Study & Review Committee will then review the pre-applications beginning the week of October 16<sup>th</sup> and recommend potential projects to the full Regional Council at the October 30<sup>th</sup> meeting. If approved by the full Regional Council, the selected project applicants would be notified October 31<sup>st</sup> of their selection to move forward to the State Board for consideration. Selected project applicants would be paired with an appropriate support organization and a full application would need to be completed. These applications are required to be submitted through CAMS (online

grant system) to the Department of Housing and Community Development no later than November 15<sup>th</sup>. The State GO Virginia Board is scheduled to meet December 12<sup>th</sup> to review and approve submitted project proposals.

### **Nursing Project Update**

Chairman George Pace gave an update on the nursing proposal that will be submitted as a possible project for Region 8. Currently there are 1,000 to 1,200 nursing positions that need to be filled in the next five years. Though local institutions are graduating 400+ nurses a year, only about 100 of those are being retained in the Region 8 area. This nursing proposal will represent a large area of Region 8, going north to Winchester and south to Staunton, and possibly Lexington. As well, the proposal will be a collaboration of both public and private, with \$1,015,000 having been committed to date. The funds would go towards scholarships and/or interest free loans that would be forgiven if a candidate remained in the area for three years or more.

### **Other Business**

Chairman George Pace notified the Council that he has asked Keith May to join the Executive Committee in Carrie Chenery's absence.

Chairman Pace also updated the Council on the Regional Council Chair/Vice Chair/Support Organization meeting with the GO Virginia Board Chair and Vice Chair held on September 19<sup>th</sup>. During this meeting, it was reiterated how important it is for each region to reach out to their elected officials. For GO Virginia to continue and be successful, these officials will need to be committed to providing the necessary funding. Chairman Pace encouraged Council members, who may have a relationship with certain state officials, to reach out in person to these individuals and let them know the work being accomplished.

### **Financial Status Update**

Brandon Davis, Executive Director, Northern Shenandoah Valley Regional Commission, reviewed the financial documents included in the Council member packets. To date, \$100,000 remains in the bank account. Three drawdowns have been taken to reimburse for expenses. A list of all transactions was provided to each Council member.

### **Next Council Meeting**

Chairman Pace reminded members of the next Council meeting on Monday, October 30, 2017, scheduled from 10:00 until 12:00 at the Northern Shenandoah Valley Regional Commission Office, 400-E Kendrick Lane, Front Royal, VA 22630.

### **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 11:30 a.m.