



**GO Virginia Region 8 Council Meeting Minutes**

Friday, April 27, 2018, 10:00 am to 12:00 pm

Virginia Horse Center, Anderson Coliseum, Appomattox Mezzanine

487 Maury River Road, Lexington, Virginia 24450-3374

FIRST	LAST	AFFILIATION	ATTENDED
Jon	Alger	James Madison University	
Devon	Anders	InterChange Group	
Stacy	Barrett	Barrett Machine, Inc.	
Kathlynn	Brown	SRI International	
Greg	Campbell	Shenandoah Valley Regional Airport	X
Robin	Crowder	Retired K-12 Superintendent	X
John	Downey	Blue Ridge Community College	
Joanie	Eiland	Elk Trucking, Inc.	X
Tracy	Fitzsimmons	Shenandoah University	X
Frank	Friedman	CornerStone Bank/City of Lex Mayor	X
Dilton	Gibbs	Kraft Foods	
Mike	Goertzen	Serco, Inc.	X
Conrad	Helsley	NSVRC Board	
John	King	Virginia Poultry Growers Cooperative	
Chris	Kyle	Shentel	
Connie	Loughhead	Des Champs Technologies	X
Keith	May	Cottonwood Commercial	X
Jill	McGlaughlin	Classic Kitchen & Bath	X
Mark	Merrill	Valley Health System	
Kathy	Moore	Moore Public Relations	
John	Neff	Retired - Nielsen Builders	
George	Pace	Shenandoah Valley Angel Investors	X
J.J.	Smith	Valley Proteins	
Jeff	Stapel	Shickel Corporation	X
Robin	Sullenberger	Highland County Economic Development Authority	X
Rick	Till	Continental	
Judith	Trumbo	Virginia Mennonite Retirement Community	
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 Council meeting for GO Virginia Region 8 was called to order by Chairman George Pace at 10:05 a.m.

## **Welcome & Introductions**

John Nicholson, CEO of the Virginia Horse Center, welcomed everyone to the Center. He noted the facility was created as a venue to show horses, from barrel racers to jumpers and hunters, and embraces the rich history of the horse industry in Virginia. Originally the Virginia Horse Center existed as a public-private partnership with the Commonwealth of Virginia, much like the horse parks in Kentucky and North Carolina. Approximately 11 years ago, however, the partnership between Virginia and the VHCF was dissolved and the Center became owned and operated as a 501(c) (3) Foundation. Current plans include creating various activity fields. Mr. Nicholson said the Virginia Horse Center is proud of what they do, the economic impact they have in the immediate region, and proud of being part of the Shenandoah Valley as a whole.

All Council members then introduced themselves. Dr. Yvonne Harris, James Madison University, Vice Provost for Research and Scholarship, attended as President Alger's designee.

## **Council Member Nominations**

In the absence of a full quorum of the existing Council, Chairman Pace recessed the full Council and called to order the Executive Committee, with seven of eight Executive members present. Jeff Stapel, Nominating Committee Chair, gave a report and recommendation of his Committee by directing the Executive Committee to the biographies provided for three nominated Council members. Nominating Chair Stapel reported the Committee proposed Greg Campbell, Dr. Robin Crowder, and Dr. Conrad Helsley be approved to fill vacant Region 8 Council seats. The Executive Committee voted unanimously to approve the proposal. Chairman Pace then concluded the Executive Committee meeting.

The Council meeting was re-convened by Chairman Pace at 10:20 a.m. Mr. Campbell and Dr. Crowder, who were in attendance, were invited to introduce themselves and join the Council. A quorum was present. The guidelines below allowed this course of action:

### From Region 8 Bylaws:

ARTICLE V PARLIAMENTARY PROCEDURE: In all matters of procedure not specifically covered by these By-Laws, the most recent edition of Roberts Rules of Order shall be observed.

ARTICLE VIII SUBCOUNCIL ORGANIZATION, Item 1: The Council may appoint all subcommittees as deemed necessary to meet the Council requirements of COV 2.2-2485; the Virginia Growth and Opportunity Act and to fulfill the duties of the Council. In addition, the Council shall create an Executive Committee and a Nominating Committee.

### From Robert's Rules of Order:

Article 9, Item 50: It is usual to authorize the Board to appoint from its membership an Executive Committee of a specified number who shall have all the power of the Board between meetings of the Board.

## **Approval of Minutes**

The minutes of the March 5, 2018 meeting were presented and no revisions were requested by Council members. Chairman Pace noted the minutes would stand as written.

## **Rockbridge Area Advanced Manufacturing Program (RAAMP) Update**

Walt Johnson, Byers Technical Institute, said the GO Virginia funding will allow Byers to expand its welding program, which currently has sixteen full-time students and continues to grow. He noted the project approval has generated a lot of talk and publicity for Byers, which shows interest in the community. Mr. Johnson and his team are looking at additional programs that could be expanded and would qualify for GO Virginia funds.

## **Grant Proposal Study & Review Sub-Committee Recommendations and Discussion**

Bonnie Riedesel, Executive Director, Central Shenandoah Planning District Commission, noted the full project process is rather long and can take over two months from the time a project is received until it is vetted by the Grant Review sub-committee, approved by full Council, entered in the state system (CAMS), reviewed by a working group, and then presented to the State Board. In the last round of applications (Round 4) due to the CSPDC by April 6<sup>th</sup>, two proposals were received.

Tracy Fitzsimmons, Grant Proposal Study & Review Chair, then directed Council members to the project summaries included in their packets which outlined the sub-committee's funding recommendations. The first submitted project, CUED-In, was not recommended for funding because it did not meet the eligibility requirements and did not clearly show how it will create higher paying jobs. Ms. Riedesel has agreed to follow up with the applicant on suggestions for revising the proposal.

Ms. Fitzsimmons presented the second submitted proposal, Cyber Security Workforce Development and Jobs Program. She said the sub-committee was excited by this proposal because it had many entities partnering together with a goal of creating 45 cyber security analyst jobs within 36 months with an average salary exceeding \$50,000.00. This project was recommended by the sub-committee to be approved for \$225,965.00 plus 8% administrative fee.

A motion was made by Frank Friedman to approve the Cyber Security Workforce Development and Jobs Program; seconded by Mike Goertzen. The motion was approved unanimously.

## **Executive Committee Report**

### *Important Dates and Process Updates*

Bonnie Riedesel, Executive Director, Central Shenandoah Planning District Commission, highlighted upcoming meetings and deadlines on the Region 8 calendar included in each Council packet. She also noted the new infographic created by Camoin Associates which focuses on the project application and implementation process.

### *Financial Status Report*

Brandon Davis, Executive Director, Northern Shenandoah Valley Regional Commission, directed Council members to the financial documents included in their packets. Reimbursements were made to support organizations on April 18<sup>th</sup> and Draw #8 was uploaded to CAMS for February/March expenses on April 19<sup>th</sup>. Mr. Davis also noted the inclusion of a document titled "Per Capita Allocation Grant Funds" which reflects the breakdown of the Rockbridge Area Advanced Manufacturing Program (RAAMP) contract.

### *Support Organization Roles*

Chairman George Pace said Region 8 has a MOU in place which specifies the duties and responsibilities of each support organization. He has asked the Executive Directors of those organizations to review that document and submit revisions to him based on how the first year has progressed. In addition, the Executive Committee has decided to put out an RFP for a consulting resource that could be utilized in the next fiscal year. This person, among other responsibilities, would create a comprehensive communication strategy, research other sources of available funding, serve as a central liaison with DHCD, and direct possible competitive fund projects, focusing on

site readiness and entrepreneurial ecosystems. The RFP will allow the Executive Committee to gauge the credentials of available applicants as well as the projected cost before a final decision is made.

Chairman Pace also mentioned that GO Virginia state representatives have facilitated conversations regarding the nursing shortage and have organized discussions for the problem to be looked into at a State level through workforce development. He plans to be a part of those discussions.

### **Economic Development Ad Hoc Group Update**

Robin Sullenberger reported the Ad Hoc group had met for the first time on April 23<sup>rd</sup> and the meeting was well attended. Conversation was robust and focused mostly on site readiness, entrepreneurial ecosystems, and talent development. Attendees felt underutilized populations, including veterans, immigrants and inmates could be better trained and brought into the workforce.

#### *Shenandoah Valley Site Characterization Project*

Deborah Kirk Flippo, Economic Development Program Manager, Draper Aden Associates, and Amanda Glover, Economic Development Director, Augusta County, gave a presentation on the Shenandoah Valley Site Characterization Program recently undertaken by several localities within Region 8. The Valley Project will characterize 21 sites in 9 different localities at a cost of \$2,200/site. Funding for the project was provided through the local Economic Development Departments/Economic Development Authorities. The characterization of these sites will have many benefits including providing needed information for prospects, helping explain site selection requirements/process/expectations, assisting with budgetary planning and resource management, and improving the competitive advantage for the locality, region and state. Once the results of the characterization are complete, project ideas could be generated for utilizing GO Virginia funds to increase site readiness.

### **Brainstorming New Ideas**

Jeff Stapel shared his thoughts on the importance of retaining workforce assets in this region and questioned what barriers exist to keeping individuals here. Discussion followed on the work participation rate, populations not being utilized, and the use of GO Virginia enhanced capacity building funds for studying workforce opportunities.

### **Next Council Meeting**

Wednesday, June 27, 2018 from 10:00am until Noon; Location: Augusta County Government Center, South Boardroom, 18 Government Center Lane, Verona.

### **Public Comment**

There was no public comment.

### **Adjournment**

There being no further business to come before the Council, Connie Loughhead motioned the meeting be adjourned; seconded by Tracy Fitzsimmons. Chairman Pace adjourned the meeting at 12:05 p.m.