



GO Virginia Region 8 Council Meeting Minutes
Wednesday, June 27, 2018, 10:00am to 12:00pm
Augusta County Government Center, South Boardroom
18 Government Center Lane, Verona VA 24482

| FIRST | LAST | AFFILIATION | ATTENDED |
|----------|--------------|---|----------|
| Jon | Alger | James Madison University | X |
| Devon | Anders | InterChange Group | |
| Stacy | Barrett | Barrett Machine, Inc. | X |
| Kathlynn | Brown | SRI International | |
| Greg | Campbell | Shenandoah Valley Regional Airport | X |
| Robin | Crowder | Retired K-12 Superintendent | |
| 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 | |
| Mike | Goertzen | Serco, Inc. | X |
| Conrad | Helsley | NSVRC Board | X |
| John | King | Virginia Poultry Growers Cooperative | |
| Chris | Kyle | Shentel | X |
| Connie | Loughhead | Des Champs Technologies | X |
| Keith | May | Cottonwood Commercial | X |
| Jill | McGlaughlin | Classic Kitchen & Bath | |
| Mark | Merrill | Valley Health System | |
| Kathy | Moore | Moore Public Relations | X |
| 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 | |
| Rick | Till | Continental | |
| 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 |

Call to Order

The June 27, 2018 Council meeting for GO Virginia Region 8 was called to order by Chairman George Pace at 10:00 a.m.

Welcome & Introductions

All Council members introduced themselves. Chairman Pace then introduced Tim Fitzgerald, Administrator for Augusta County. Mr. Fitzgerald welcomed the Council to the Augusta County Government Center. He noted that he and the Augusta County Board of Supervisors remain consistent in promoting economic development and appreciating the importance it plays in quality of life. Per Mr. Fitzgerald, Augusta County is committed to working regionally. Mr. Fitzgerald also noted Augusta County, Staunton and Waynesboro recently introduced a 10-year plan to improve career and technical education across the Valley with the goal to evaluate existing career and technical education opportunities and to fill any gaps that may exist. Mr. Fitzgerald believes findings from this plan could fit nicely with various GO Virginia funding opportunities.

Life & Death of Virginia Localities Presentation

Due to illness, Mr. Juday was not available to give his presentation.

Executive Committee Report

Important Dates and Process Updates

Bonnie Riedesel, Executive Director, Central Shenandoah Planning District Commission noted the next full Council meeting is scheduled for Tuesday, August 28th, at Lord Fairfax Community College. Plans are in the works for several members of the GO Virginia State Board as well as DHCD staff to attend that Council meeting. Ms. Riedesel also noted the next project application deadline is Friday, August 3rd.

Financial Status Update & FY19 Budget

Brandon Davis, Executive Director, Northern Shenandoah Valley Regional Commission, directed Council members to the financials included in their packets. The balance sheet is currently at \$46,368.94. All support organizations were reimbursed for April/May expenses as of June 18th. Mr. Davis also noted updated numbers on the RAAMP per capita funds were included in the packets.

Mr. Davis noted the Region 8 budget was submitted, per DHCD request, prior to the State budget being approved and was based on \$250,000 in capacity building funds. The most significant change with the budget was an increase in the project development funding to allow for the hiring of a Region 8 Program Director. With approval of the State budget, however, capacity building funds were increased to \$361,111. Since part of this increased capacity building amount would require match by the region, Region 8 will move the difference to per capita funding.

Mr. Davis went on to say with the approved State budget, language now establishes a \$1 million floor for per capita allocations per region in order to help more rural areas such as Region 8. In terms of competitive funding, the State wants a focus on site readiness and entrepreneurial ecosystems. With no competitive projects presented in the first year, Councils are being encouraged to reach out to other regions and DHCD has said they are willing to facilitate coordination among regions.

Support Organization Structure

Chairman Pace went over the changes taking place with the Region 8 support organization structure as of FY19. Going forward, the Northern Shenandoah Valley Regional Commission (NSVRC) will remain as the fiscal agent for Region 8. The NSVRC, however, will now be the sole support organization. The Central Shenandoah Planning District Commission (CSPDC) will be contracted for their services, focusing on overseeing and implementing projects. The Shenandoah Valley Partnership (SVP) and Shenandoah Valley Workforce

Development Board (SVWDB) will no longer serve as support organizations. Carrie Chenery, Executive Director of SVP, and Sharon Johnson, Executive Director of SVWDB, will still remain involved as project advocates.

Jen Weaver, who currently serves as part-time Administrative Coordinator, will remain in her position and be contracted with the NSVRC. The new Program Director will also be contracted through the NSVRC. Ten applications have been received for the Program Director position. Plans are to narrow that list to three for follow up.

Approval of April 27, 2018 Minutes

The minutes of the April 27, 2018 meeting were reviewed. Keith May motioned for the minutes to be approved, seconded by Jeff Stapel. The minutes were approved unanimously.

Grant Proposal Study & Review Sub-Committee Recommendations & Discussion

Bonnie Riedesel, Executive Director, Central Shenandoah Planning District Commission, reminded Council that earlier in the month the Region 8 Cybersecurity Workforce Development Project was approved by the State Board. This initiative will provide Blue Ridge Community College (BRCC) with \$200,000 to implement a new cybersecurity workforce development program in the hopes of bringing high-wage, high-demand cybersecurity jobs to the Shenandoah Valley. Ms. Riedesel then introduced Marlena Jarboe, BRCC's Dean of Academic Affairs, who thanked all those involved in helping put this project together and get funding approved. She noted it was truly a team effort. BRCC hopes to have the program underway by August of this year, with a class of 15-20 students, and an overall goal of creating at least 50 Tier I cybersecurity analyst jobs within two years.

Judith Trumbo, Grant Proposal Study & Review Sub-Committee, then presented the Emil and Grace Shihadeh Innovation Center proposal. This proposal is being recommended to Council for approval by the sub-committee. Ms. Trumbo outlined that Winchester Public Schools is requesting GO Virginia funds to offset the cost of upgrading electrical and HVAC systems that will serve the Professional Skills Academy within the new Innovation Center, which will be housed in a now vacant elementary school. GO Virginia funding requested is \$540,000 with the required match coming from the Schaufeld Foundation (\$432,000), Winchester (\$78,000) and Clarke County (\$30,000). Discussion followed on the merits of the proposal while some concerns were also raised by Council members. In response to some of the concerns, Ashley Shickle, Strategic Planner, Northern Shenandoah Valley Regional Commission, said she and CSPDC staff have been working with the Department of Housing and Community Development (DHCD) to evolve the application into one that will meet the guidelines set forth for GO Virginia funding.

A motion was made by Connie Loughhead to approve the Emil and Grace Shihadeh Innovation Center proposal; seconded by Dr. John Downey. The motion was approved unanimously.

Economic Growth & Diversification Plan – Targeted industries Update

Elizabeth McCarty, Director of Planning, Central Shenandoah Planning District Commission, directed Council members to the Camoin "Target Industry Update" included in their packets. As part of Camoin's original Economic Growth and Diversification Plan, five targeted industries were selected. Since the GO Virginia State Board has now said they will not fund non-traded sectors (i.e. Healthcare), Chairman Pace had requested the CSPDC have Camoin determine other targeted industry options based on the data they already had. Camoin recommended three relevant industries for the region: Value-Added Food Manufacturing, Hospitality and Tourism, and Biomedical/Biotechnical. Ms. McCarty noted that in the past, the State Board had not been receptive to Hospitality and Tourism as a target industry since earnings generally do not exceed the minimum \$41,000 required for this region. Discussion followed on whether a limit exists on the number of targeted industries a region can approve. Several Council members noted expanding the targeted industry options would allow more flexibility on projects going forward. After further discussion and review of the data provided, a motion was made by Keith May that, if the State allows expansion of the number of targeted industries, Value-Added Manufacturing and

Biomedical/Biotechnical be added to Region 8; seconded by Joanie Eiland. The motion was approved unanimously.

Talent Retention Among Valley Institutions of Higher Learning

Chairman George Pace directed Council members to several documents contained in their packets regarding labor force and talent retention. He noted labor force participation among Americans of prime working age (25 to 64) has dropped 2.5 percentage points over the past 18 years. On a local basis, Chairman Pace said immigration is critical in addressing the workforce shortage. As well, keeping more recent college graduates in the area is essential. For example, a press release included in the Council packets announced \$2.7 million in federal funding awarded to James Madison University to support nursing education and retention. Chairman Pace also pointed out the work being done by the Shenandoah Valley Angel Investors to help fund entrepreneurial enterprises located in the community.

I81 Update

Chairman George Pace said VDOT representatives had been meeting with the public at venues up and down I81 to get feedback and share information. Funding alternatives are to be discussed in August with recommendations from VDOT being made to legislators in October.

Brainstorming New Ideas

Jon Alger, President of James Madison University, suggested “trailing” spouses and partners of new employees be an area expanded upon for workforce needs.

Next Council meeting: Tuesday, August 28th at Lord Fairfax Community College

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 President Jon Alger. Chairman Pace adjourned the meeting at 12:10 p.m.