

**GO Virginia Region 2 Council**  
**Meeting Minutes**  
**June 29, 2017 3:00 p.m. – 5:00 p.m.**

**Location:** New River Valley Regional Commission  
6580 Valley Center Dr #124  
Fairlawn, VA 24141

Council members in attendance: Marla Akridge, Dr. Nathaniel Bishop, Ab Boxley, Patrick Collignan, Kenneth Craig, Beverly Dalton, Sandy Davis, Dr. John Dooley, Don Halliwell, Dr. Brian Hemphill, Dr. Victor Ianello, Doug Juanarena, Dr. Ray Smoot, Shannon Valentine

Council members in attendance by phone: William Fralin, John Putney

Council members absent: Dr. Eddie Amos, Dr. John Capps, Dr. Angela Falconetti, Michael Fleming, Watt Foster, Dr. Michael Friedlander, Rex Geveden, Mike Hamlar, Floyd Merryman, Debbie Petrine, E. W. Tibbs, John Williamson

Others present: Karen Akers, Darlene Burcham, Kevin Byrd, Joe Carpenter, Ken Corvin, Mike Gufferson, Nicole Hair, Marty Holliday, Charlie Jewell, Devon Johnson, Ed Lawhorn, Sarah Lyon-Hill, Marc Nelson, Ray Pool, Dr. John Provo, Sharon Scott, Dwayne Yancey

**I. Call to Order:**

- a. Chairman Smoot convened the meeting of the GO Virginia Region 2 Council on June 29, 2017 at the New River Valley Regional Commission in Fairlawn, Virginia at 3:00 p.m.

**II. Introduction and review of June 16 meeting**

- a. Dr. Smoot provided a brief recap of the June 16 “Working Group Breakout” meeting and noted that working groups will present their work to the Council in early August.

**III. Presentation – New River Valley region**

- a. Kevin Byrd, director of the New River Valley Regional Commission, Marty Holliday, Executive Director of the New River Mount Rogers Workforce Development Board (WDB), and Charlie Jewell, Executive Director of the New River Valley Alliance presented to the Council.
- b. Mr. Byrd presented on regional workforce trends including commuting patterns, key employment sectors, and projections for workforce growth.

- c. Ms. Holliday shared information on the New River Mount Rogers WDB's recent activity, including efforts to serve dislocated workers.
- d. Mr. Jewell presented on efforts to attract and retain target industries in the New River Valley.
- e. Discussion – Mr. Fralin asked Ms. Holliday how many workers were served by the New River Mount Rogers WDB and how many workers have gotten jobs in the last fiscal year. After looking up this information, Ms. Holliday responded that they had an 86% placement rate across all programs at an average hourly wage of \$15.50.

Mr. Juanarena asked Mr. Jewell if his data on workforce demographics included employees who might work for an organization elsewhere but live in the region and work from home. Mr. Jewell responded that he didn't think so because most of that data would be captured through payroll, which does not show where employees are actually working.

#### **IV. Update on Region 2 working groups**

- a. Dr. Iannello provided an update on the Capital and Mentorship working group and noted that they have expanded their group mission to include not only access to capital, but also access to mentorship.
- b. Mr. Putney (in attendance by phone) asked Dr. Provo to summarize the discussion from the June 16 Places and Spaces working group meeting. Dr. Provo noted that there is quite a bit of analysis of building sites in Roanoke going on, and the group will be collecting information on this. Mr. Putney added that they discussed how barriers to entry and reducing regulatory burdens would fit into their final plan.
- c. Mr. Juanarena provided an update on the Technology working group, noting that they are looking at existing and emerging industry clusters, and they will produce ideas of what could be done with those industries.
- d. Dr. Capps was not in attendance and did not provide an update on the Talent group.
- e. Discussion of work plans- Mr. Fralin commented that he found the regional presentations helpful in terms of understanding what strengths each region can provide, but he's unclear on the Council's work plan, specifically what numeric data the Council will have or when they will have that data.

Dr. Smoot clarified that each working group will provide an update of their group's plan in early August, with a draft provided to the Council before then. Dr. Provo added that Council staff is compiling industry cluster and workforce skills data. Mr.

Fralin noted that we still need a work plan, and Dr. Provo responded by saying that Council staff is working on producing that documentation.

**V. Council budget: discussion and adoption**

- a. Dr. Smoot noted the need to approve the Council budget, which totals \$400,000. Dr. Provo added a brief overview of the budget document. The first page of the budget reflects cost and personnel cost, while the second page provides a description of personnel work and the responsibilities of different offices. The first page includes a personnel blended rate, as well as cost for materials and for travel. Dr. Provo also noted an increase for the strategic reserve (10%) and additional technical assistance to applicants for all funding sources. He also noted the addition of funding for evaluation.
- b. Ray Smoot noted that of the \$400,000 budget, the Council plans to reserve \$190,000 to fund programs, though the Council will need to discuss how exactly this money will be used later.
- c. Discussion- Kenneth Craig asked what the difference was between the \$650,000 dollar amount and the \$400,000 dollar amount and also asked if the Council has the money yet. Dr. Provo and Dr. Smoot responded by saying no, the Council does not have possession of the funds, though the funds have been committed. Dr. Smoot clarified that the extra \$250,000 could come from Richmond if we identify an equal amount of matching funds from the region.
- d. Dr. Iannello initiated a discussion of a dollar-for-dollar match, saying we should try to raise the entire \$250,000 matching funds through cash or in-kind contributions. John Dooley responded by asking if the \$250,000 would come directly to the region 2 Council and if companies could mark donations as a tax deduction. Dr. Smoot agreed that we need to find the answer to this question and the matter was marked for follow up at the next meeting.
- e. Mr. Boxley moved that the Council approve the budget and Mr. Halliwell seconded the motion. All those present were in favor and none were opposed.

**VI. Other Administrative Updates**

- a. Dr. Smoot had to leave and Mr. Boxley took over as the meeting chair. He asked for administrative updates, and Dr. Provo, reviewing items in the board packets, noted that Council members need to take a conflict of interest training module online and the Council needed to approve the Lynchburg Council Meeting minutes.

- b. Mr. Boxley noted that the minutes included in the board packet weren't from the Lynchburg Council meeting but from the Lynchburg meeting of interest. Mr. Boxley asked for a motion to approve the minutes.
- c. Ms. Valentine moved that the Council approve the meeting minutes and Mr. Craig seconded the motion. All those present were in favor and none were opposed.
- d. Mr. Boxley then noted that the region 2 Council will have two Council vacancies that need to be filled.

**VII. Council Discussion and Public Comment**

- a. Reflecting on the earlier presentations, Mr. Boxley noted that the region has common strengths, including manufacturing, water resources, education, and he wondered how the region might take advantage of this.

Shannon Valentine responded by saying that the Council's next task involves pulling data together to give a comprehensive vision for what could be accomplished in region 2. Mr. Dooley noted that the Council should assess the assets and liabilities unique to each sub-region and identify areas with "overlap"—or areas where efficiency could be improved.

- b. Mr. Craig asked how much money was really "in the pot" for funding projects in region 2.

Dr. Provo responded by saying there is about \$1 million available with an additional competitive GO Virginia state pot, containing \$10 million, as well as a \$20 million collaborative jobs "pot."

Mr. Collignon asked Dr. Provo about a research and higher education "pot." Dr. Provo responded by saying that there is about \$40 million allocated for higher education through a separate state funded program, and these funds are not part of the GO Virginia funds. Mr. Juanarena added additional clarification, noting that universities can have a maximum of two projects supported through this funding. According to Mr. Juanarena, Virginia Tech had submitted 8 projects, which have been selected down to a final two, both seeking about \$1M; though, he clarified that he is not sure what the outcome will be.

- c. Dr. Dooley noted that it came to his attention that the "Talent" working group did not include any representatives from the public school system and suggested that the working groups engage in targeted outreach to K-12.
- d. Audience member Darleen Bircham suggested that one of the vacant spots on the Council be filled by a representative of K-12 public education.

- e. The discussion then moved to a discussion of regional assets as Ms. Valentine mentioned driverless cars and stated that Virginia has unique assets to offer manufacturers interested in autonomous cars and vehicles. Mr. Boxley added that there are many downstream businesses that could benefit from developing this industry.
- f. Mr. Collignon noted that we need to have a better understanding of GO Virginia's guidelines and criteria so we can determine what kinds of programs we could support to redirect that transportation-industry activity to Virginia. Dr. Bishop responded, stating that this point was similar to Mr. Fralin's earlier comments on the need for a work plan and criteria. Ms. Valentine concluded by stating that the Council needs to bring regional assets and needs into focus.

**VIII. Adjournment**

- a. In order to allow everyone to leave on time, Mr. Boxley suggested that the meeting be adjourned and noted the next Council meeting will take place on July 25 at the Roanoke Higher Education Center in Roanoke Virginia from 10 a.m. – 12 p.m.
- b. Meeting Adjourned at 5:05 p.m.