



## REGIONAL COUNCIL 9

June 5, 2017 – 1:30 PM

**UVA Research Park, Town Center Two  
1001 Research Park Blvd, 4<sup>th</sup> Floor  
Charlottesville**

**Attendees:** Brian Cole, LexisNexis (Chair); David Pettit, Lenhart Pettit (Vice Chair); Chip Boyles, Thomas Jefferson Planning District Commission; Suzanne Brooks, Pepsi-Cola Bottling Company; Steve Carter, Nelson County; Tom Click, Patriot Aluminum Products; Bryan David, Orange County; Supervisor Gary Deal, Culpeper County; Frank Friedman, Piedmont Virginia Community College; Miles Friedman, Fauquier County; Ray Knott, Union Bank & Trust; Pace Lochte, University of Virginia; Patrick Mauney, Rappahannock-Rapidan Regional Commission; Leigh Middleditch, McGuireWoods; Steve Ray, Piedmont Workforce Network; Ed Scott, EcoSeptix Alliance; Elizabeth Smith, Afton Mountain Vineyards; Andy Wade, Louisa County

**Absent:** Jim Cheng, Steve De Jong, Ed Dalrymple Jr., Cheryl Thompson-Stacy, Teresa Sullivan

**Guests:** Carlene Hurdle, Lord Fairfax Community College; Pace Lochte, University of Virginia

**Staff:** Helen Cauthen, Phil Geer, Uconda Dunn

### I. Welcome & Introductions

Brian Cole opened the meeting and had everyone introduce themselves.

### II. Public Comment Process

There was no public comment.

### III. March 22, 2017 - Minutes

***Suzanne Brooks moved the adoption of the March 22<sup>nd</sup> minutes. The motion was seconded by Frank Friedman and approved by the Council.***

### IV. Baseline Data and Go Virginia Update

Helen Cauthen gave a presentation on the initial baseline data for our GO Virginia region. Selected highlights include the following:

- Because our region's population is increasing faster than Virginia and the US, we likely have sufficient economic opportunity to draw people to the region.
- We are fortunate that per capita income has increased at the regional level and for each of our localities – consistently since 1996. Nevertheless, there is a significant range when you look at individual localities – from \$61,780 in 2015 in Fauquier to \$39,659 in Fluvanna County.
- Jobs in some industry sectors such as leisure/hospitality have no or very little multiplier effect in the economy. High paying jobs create other jobs; low paying jobs typically do not. For example, it takes 6 retail jobs to replace one IT job.
- We all know we have a very low unemployment rate in our region, which typically means that most workers seeking work can find it.

- Labor force participation shows the percentage of working-age adults participating in the labor force. The Virginia rate is 66.3% and has declined 1.1%; our region is at 62.6% and has declined by 2.2% since 2010. Ideally, we'd at least be at the US rate and it would be better to match Virginia's rate. Again, residents in some of our counties seem to have much less opportunity to participate than others.
- 71,296 people live in our region, but are employed outside of it – or 43%!
- The good news is with a low unemployment rate, we can overcome that challenge by sharing with companies looking at our area that over 70,000 people currently leave the region for work and presumably would be interested in working closer to home.
- In our region, the percentage of jobs created by companies less than 5 years old and by small companies with less than 20 employees is well above the Virginia and US totals.

#### V. Consulting Firm for Growth & Diversification Plan

Brian Cole stated that RFP Selection Task Force included Patrick Mauney, Chip Boyles, Bryan David, Miles Friedman and Andy Wade. Patrick Mauney explained the process followed by the Task Force and shared that twelve proposals were received. On May 19, the group met to discuss the proposals and narrowed down to the top three. Interviews were then held with the finalists in person or by Skype on May 23. The Task Force recommends the selection of Camoin Associates as the consultant for the Growth & Diversification Plan. They were the top firm during the initial review and after the interviews. Miles Friedman added that Camoin Associates pulled together a very strong team.

***Leigh Middleditch moved the acceptance of the Task Force's recommendation of Camoin Associates. The motion was seconded by Ray Knott and approved by the Council.***

The Council's initial meeting with Camoin will occur on Wednesday, June 21 at 2:30 PM at a location in Planning District 9.

#### VI. Region 9 Budget to Propose to GO Virginia Board

Brian Cole stated that this budget has been submitted to DHCD staff as a draft and will be subject to the approval of the GO Virginia Board on Tuesday, June 13. Helen Cauthen discussed the budget with Liz Rafferty of DHCD on June 2; Liz is comfortable with this budget and believes that the GO Virginia Board will be fine with it. Staffing will be: Helen Cauthen at 1 day/week; Julia Skare at 2 days/week; Uconda Dunn at 2.5 hours/week and Stephanie Boynton at 2 hours/week. Patrick Mauney of Rappahannock-Rapidan Regional Commission and Chip Boyles of Thomas Jefferson Planning District Commission will also support plan development this summer.

#### VII. Nominating Committee Report-Officers & Executive Committee for FY 2018

David Pettit reported that the Nominating Committee included Gary Deal, Tom Click, Ed Scott and himself. The Nominating Committee nominates Brian Cole for Chair, Tom Click for Vice Chair, and Andy Wade for Treasurer/Secretary. ***Leigh Middleditch moved the adoption of this slate of Officers. The motion was seconded by Suzanne Brooks and approved by the Council.***

Mr. Pettit stated that the Nominating Committee nominates the Officers and four At-Large nominees, Jim Cheng, Miles Friedman, Steve Ray and David Pettit, for the FY 2018 Executive Committee. ***Suzanne Brooks moved the adoption of this slate of Executive Committee members. The motion was seconded by Ray Knott and approved by the Council.***

#### VIII. Electronic Meetings Policy

David Pettit shared that participation in meetings electronically is very limited under FOIA. An Electronics Meetings Policy was put forth that follows what is allowed by the state. ***Bryan David moved the approval of this policy. The motion was seconded by Miles Friedman and approved by the Council.***

**IX. Brainstorm Processes for Project Generation**

**Brian Cole facilitated general discussion on possible processes for generating project ideas. Suggestions included:**

- Create a small subcommittee to review ideas (perhaps with economic development partners)
- Find out how other Regional Councils are approaching project generation
- Make sure GO Virginia criteria is known by proposers
- Find out FOIA requirements for sharing ideas generated
- Develop a sample form for submission of project ideas for the Council's review
- Perhaps submit ideas on the GO Virginia web page ([www.GoVirginia9.org](http://www.GoVirginia9.org))
- Determine which ideas could involve other regions (i.e., cyber security)
- Realize that the process of working with Camoin Associates to develop the plan should generate many ideas

**X. Adjourn**

With no other business to come before the Council, Brian Cole adjourned the meeting at 3:05 PM.