



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION
REGIONAL COUNCIL 9

**REGIONAL COUNCIL 9
PIEDMONT OPPORTUNITY CORRIDOR**

MAY 8, 2018

9:30 AM to 11:30 AM

UVA Research Park

1100 Research Park Boulevard, Town Center Two, 4th Floor Conference Room

Attendees

Council Members: Brian Cole, Lexis Nexis (Chair); Tom Click, Patriot Aluminum (Vice Chair); Suzanne Brooks, Pepsi-Cola Bottling Company; Jim Cheng, Cav Angels; Bryan David, Orange County; Leigh Middleditch, McGuireWoods; Steve Ray, Piedmont Workforce Network; Ed Scott, EcoSeptix Alliance; Ed Dalrymple, Cedar Mountain Stone; Patrick Mauney, Rappahannock-Rapidan Regional Commission; Pace Lochte, University of Virginia; Frank Friedman, Piedmont Virginia Community College; Miles Friedman, Fauquier County David Pettit, Lenhart Pettit; and, Ray Knott, Union Bank & Trust

Absent: Andy Wade, Louisa County; Fitzgerald Barnes, Louisa County; Gary Deal, Culpeper County; Steve Carter, Nelson County; Jan Gullickson, Germanna Community College; and, Elizabeth Smith, Afton Mountain Vineyards

Guests: Uconda Dunn, Central Virginia Partnership; Roger Johnson, Albemarle County; Alicia Pittori, Bank of America; Maureen Kelley, Nelson County; Jason Smith, Fluvanna County; Ethan Lohr, Lohr & Company LLC; Deb Flippo, Draper Aden

Staff: Helen Cauthen, Shannon Holland

I. Welcome & Introductions

Brian Cole, Chair, opened the meeting at 9:36 AM

II. Public Comment

There were no public comments.

III. Meeting Minutes

Suzanne Brooks made a motion to approve the March 27, 2018 Minutes. The motion was seconded by Ray Knott. The motion carried.

IV. Financial Report

Helen Cauthen presented the Financials on behalf of Andy Wade. Accounts Receivables are at \$16,000 instead of \$56,000. Checking account balance is \$74 because once income is received from DHCD it is paid out. Salaries are at 71.8 % as Shannon is spending more of her time on GO Virginia. When new state budget approved, we will move forward with hiring a part-time GO Virginia support staff.

David Pettit made a motion to approve the Financials as presented. Suzanne Brooks seconded the motion. The motion carried.

V. Nominating Committee for Officers

Brian Cole shared that per the By Laws the Chair is to appoint a Nominating Committee at the meeting immediately prior to the Annual Meeting to create a Slate of Officers. His recommendation, as Chair, is to suggest that the currently appointed Nominating Committee also handle this task. He asked for feedback. None was given so he stipulated that the current Nominating Committee will undertake an Officer Slate, as well.

VI. Nominating Committee for Council Seats

Brian indicated that the Nominating Committee would review application at a June 7, 2018 meeting. He reminded the group that the Nomination deadline is May 31, 2018 and that there are two At-Large seats open and one Chamber seat open.

VII. Project Review Information

Brian introduced three documents in the meeting packet related to Project Review next up on the Agenda. First, the Average Wages in Region 9, as determined by GMU is \$52,038. Based on his discussion with DHCD regarding GWC PTEC application and attending the GO Virginia Board Meetings, this is a metric that must be addressed in all applications. Brian also shared the EC Admin Approval Process form required when submitting EC Grants less than \$100,000 to DHCD. Such projects can be reviewed and approved on behalf of the GO Virginia Board by DHCD staff.

VIII. Project Discussion and Vote

Brian directed Council Members to find the Grant Scoring Summaries provided to facilitate proposal discussion. He noted that the first three projects to be discussed were EC Proposals that would be subject to the accelerated review process with DHCD, if approved by the Council. A brief discussion ensued as to how much of the Region 9 Per Capita Funds remained and whether they should be spent now or held back for other potential projects. As of this meeting, Region 9 has about \$555,000 remaining in Per Capita funds, of which, \$250,000 could be used towards EC projects. The total of the three EC projects before the Council totaled less than \$250,000. The group discussed using the funds sooner, rather than later.

Central Virginia Cybersecurity Partnership was the first project discussed. The request was for \$100,000 in GO Virginia funds. Of the four proposals, this project had the highest average reviewer score of 94 out of 100. Many noted the importance of cybersecurity in today's economy. The project was received favorably. A question was raised since the project leader had recently left his job at the lead organization, Piedmont Virginia Community College. Frank Friedman, President of PVCC, mentioned two other names as potential project leaders and also indicated that the two other partnering schools had leadership talent, as well. ***Jim Cheng made a motion to approve the proposal. Suzanne Brooks seconded the motion. The motion carried with Frank Friedman and Miles Friedman abstaining.***

Central Virginia Partnership Site Readiness was the second project discussed. The request was for \$58,675 in GO Virginia funds. The four reviewers present discussed the proposal with favorable comments. Bryan David commented that it was a huge capacity building effort with significant collaboration among all counties in the Partnership footprint. Brian noted that Site Readiness is a major focus of GO Virginia Board. Miles Friedman said he thought it was great

that projects like this could advance, instead of “one and done” type projects. There was some discussion around next steps at the end of the project or sustainability. Helen noted that potential regional projects could be identified and each county can decide on next steps with the new information. **Frank Friedman made a motion to approve the proposal. Steve Ray seconded the motion. The motion carried.**

CvilleBioHub: Driving Region 9’s Biotech Growth and Sustainability was the third project discussed. The request was for \$75,000 in GO Virginia funds. The two reviewers present shared their view that this was a very exciting project, as this industry has huge potential for the region. A discussion ensued about appropriate metrics for EC Projects. Shannon discussed how EC Projects would do the work necessary to “set-up” or identify next steps for a future and much larger project. UVA is very supportive of the project and is contributing with in-kind support. It was noted that this project was driven by private industry which fits squarely in GO Virginia model. Additionally, Bryan David noted that this project flips the model normally seen for such activity, in that this is driven by businesses versus localities. **David Pettit made a motion to approve the proposal. Bryan David seconded the motion. The motion carried.**

Crafting Higher Paying Jobs and Adult Beverage Exports was the fourth project discussed. The request was for \$249,472 in GO Virginia funds. Brian noted that this project was not an EC grant, and would go through the regular GO Virginia Board, if approved. A lengthy discussion occurred around the “higher-paying jobs” metric. It was discussed that many aspects of growing business could reach this target, such as managers, marketing, owners, processors, etc. Ray Knott shared information from industry contacts that each of the beverage segments in the proposal were in different stages of growth and therefore the projects should scale accordingly. He also noted that most of the segments were at a stage where quality via trained workers could impact export growth. Steve Ray noted that this industry is important to counties that don’t want population growth but do want revenue growth. Four areas for proposal clarification were discussed. 1) Focus higher paying jobs focus through the GO Virginia lens 2) Expand on export growth opportunities 3) Simplify in-kind offers. 4) Clarify the site selection its impact on project implementation. **Bryan David made a motion to approve the proposal with changes as discussed. Steve Ray seconded the motion. The motion carried. Frank Friedman abstained.**

IX. GO Virginia Chair Update

Brian briefly updated the Council on a memo from GO Virginia about the importance of Site Development and Innovation Ecosystem growth. He mentioned that Dubby Wynne will speak at the Partnership Board Meeting on 6/29/18.

X. GO Virginia Update

Shannon and Helen met with Rob Juraneck, Publisher, Daily Progress and the new Business Reporter, Melissa Castro, to promote GO Virginia. DHCD is taking on a bigger marketing role for Inter-Regional projects so more training workshops and information will be offered. Helen and Shannon attended a contract negotiation meeting with DHCD staff at the GWC PTEC campus on April 24th. Shannon noted that we have had only one new project inquiry, so if there are conversation to be had or ideas to move the needle to please contact her. She also reminded the group that the next project application deadline is 5/30/18.

XI. Proposed Meeting Dates & Application Deadlines

After discussion, the next Region 9 Proposal Deadlines were set as July 25th and September 25th. The next Council Meetings were set as August 29th, 9:30 to 11:30 am, at UVA, if available; and October 26th, 2:30 to 4:30 pm, at Germanna, if available.

XII. Task Force Break Out & Report Out

It was decided not to do Task Force break outs due to the lack of time.

XIII. Other Business

Brian noted the next Region 9 deadlines is May 30, 2018 and that all were welcome to attend the GWC PTEC project, with Lt. Governor attending, on May 11th.

XIV. Next Meeting

The next meeting is June 28, 2018 at 9:30 AM to 11:30 AM, at Germanna Community College, Daniels Technology Center, 18121 Technology Drive, Culpeper, VA

XV. Adjourn

Brian Cole adjourned the meeting at 11:26 AM

DRAFT