



As approved at Jan 30 2020
Council Meeting

**REGIONAL COUNCIL 9
OCTOBER 10, 2019
9:30 AM to 11:30 AM
UVA Research Park
1001 Research Park Boulevard, 4th Floor Conference Room
Charlottesville, VA**

MINUTES

Attending Council Members: Jim Cheng, Cav Angels (Chair); Ed Scott, EcoSeptix Alliance (Vice Chair); Andy Wade, Louisa County (Treasurer); Brian Cole, LexisNexis; Chip Boyles, Thomas Jefferson Planning District Commission; Christian Goodwin, Louisa County; David Pettit, Flora Pettit; Ed Dalrymple, Cedar Mountain Stone; Felix Sarfo-Kantanka, Dominion Energy; Frank Friedman, Piedmont Virginia Community College; Hon. Jim Crozier, Orange County; Kim Blosser, Lord Fairfax Community College as Special Guest of the Council; Kurt Krueger, McGuireWoods; Liz Walker, Bingham & Taylor; Miles Friedman, Fauquier County; Pace Lochte, University of Virginia Economic Development; Patrick Mauney, Rappahannock-Rapidan Regional Commission; Ray Knott, Union Bank & Trust; Tom Click, Patriot Aluminum

Absent Council Members: Jan Gullickson, Germanna Community College; Mansour Azimipour, A & K Development; Paul McCulla, Fauquier County; Shelby Bruguere, Dickie Brothers Orchard; Hon. Tony O'Brien, Fluvanna County

Guests: Beth Johnson, Blue Morning; Betty Hoge; Central Virginia Small Business Development Center; Bryan McKenzie, Daily Progress; Candace Spence, Central Virginia Partnership; D. Jennings, SCORE; Denise Herndon, UVA; Christine Mahoney, UVA; Sara Dunnigan, DHCD; Elizabeth Cromwell, Charlottesville Chamber; Elizabeth Smith, Afton Mountain Vineyards and former Council Member; George Turner, Farendipity/CBIC; Leah Fremouw, VCC and GO Virginia Board; Nikki Hastings, CvilleBioHub; Rahul Keshap, Shuru Law; Rebecca Haydock, CAN/Blue Morning; Roger Johnson, Albemarle County; Sean Carr, UVA-Darden; Stephen Davis, CIC; Terry Woodworth, SHINE; Tracey Greene, CBIC + CAN; Valerie Lee, Opportunity Virginia

Staff: Shannon Holland, Helen Cauthen

1. Welcome

Jim Cheng, Chair, opened the meeting at 9:34 AM. He welcomed Council Members attending for the first time, the Camoin 310 team and Sara Dunnigan, DHCD.

2. Public Comment

Jim Cheng asked if there were public comments. No public comments were offered.

3. Meeting Minutes

Ray Knott made a motion to approve the June 25, 2019 Minutes as presented. Brian Cole seconded the motion. The motion carried.

4. Financial Report

Andy Wade, Treasurer, presented the Statement of Income and Expense. He noted that that 57.48% of budgeted FY2019 funds were expensed as of June 30, leaving \$123,994. However of the remaining funds, \$11,761 remaining in Project Reserves will be moved to Per Capita funds for projects; \$48,998 still shown

in the Planning category will be paid out for the “Venture Hub” planning grant. Of the \$63,185 in funds remaining, around \$40,000 were carried forward from FY2018 into FY2019. Having funds to carry forward has proven very important over the past two years. As is the case each year, FY 2019 Funds must be closed out before the Council can begin drawing on FY2020 funds. The Statement of Financial position shows \$13,772.56 in our operating account. Andy Wade noted that the last 3 pages in the financial reporting section represent the reimbursement activity for each Region 9 project that has submitted for reimbursements. These budgets represent any reimbursement activity from project start date to June 30.

Christian Goodwin made a motion to approve the Financials as presented. Jim Crozier seconded the motion. The motion carried.

5. 2019 Growth Plan Update Approved by Board

Jim Cheng reported to the Council that the GO Virginia Board approved the Region 9 Growth & Diversification Plan Update on September 10. He asked members to review the Growth Plan Opportunities Summary sheet provided in the packet and to help drive projects that would advance the listed opportunities.

6. Project Review and Vote

Jim Cheng referred Council Members to the Task Force Review Project Summary for the “Acceleration and Growth of the Biotechnology Innovation Cluster in Region 9” proposal from CvilleBioHub. He noted that the request was for \$548,000 in GO Virginia funds over a two year period and that the project plans to drive growth in the Biotech cluster. Proposal activities include programming, infrastructure planning and talent development. Locality match was committed by the City of Charlottesville and Albemarle County with Letters of Support from the Central Virginia Partnership, Louisa County and Prince William County. UVA and PVCC are both engaged in the project and private sector support is very strong with support from Quantitative Foundation and the many members of the CvilleBioHub. Members from the Growing Existing Business Task Force and other Council members scored the project including: Jim Crozier, Ed Scott, Ray Knott, Ed Dalrymple, Pace Lochte, and Brian Cole. The Task Force led the project review discussion and many others council members asked questions or commented. Nikki Hastings, representing the applicant, was in the audience and was able to respond to many questions. It was expressed that the project proposal was very strong and supported the opportunities identified in the Region 9 Growth Plan.

Jim Crozier made a motion to approve the project application. Ray Knott seconded the motion. The motion carried.

7. Region 9 Council Planning Grant – “Venture Hub” Business Plan Presentation by Camoin 310

Before introducing the Camoin 310 team, Jim Cheng reminded the Council that in January 2019, the Council approved a Planning Grant to support the development of a business plan for a “Venture Hub” or entrepreneurial gateway. The grant was to be led by the Innovation Task Force in collaboration with a group of local economic developers who had been developing the idea. He noted that many at the table and in the audience participated in feedback sessions and he thanked them.

Jim introduced the Camoin 310 team, including Cathy Renault, owner of Innovation Policy Works and lead on this project. Other team members present were, Dan Gundersen, as a Senior Advisor for Camoin, and Erik Pages, Owner of Entrenworks Consulting, also served as a Senior Advisor.

After the PowerPoint presentation (attached), the Council asked many questions about the plan including

why projects like this might fail, how to establish ROI, importance of branding, importance of entrepreneurs as leaders, etc. A question was raised as to how this project would help rural localities. Jim Cheng noted that this specific concern would be discussed next on the agenda. A Council member also asked what the “next step” would be for this project so that plan would not sit on a shelf. Jim Cheng referred back to the last slide in the presentation that indicates that team taking over from this point included Roger Johnson, Chris Engel, Denise Herndon, and Pace Lochte. Roger Johnson and Denise Herndon, both in the audience, affirmed that information.

Jim Cheng shared that the plan would be posted at www.GOVirginia9.org by the end of the day.

8. Funding for Rural Entrepreneurship Ecosystem Planning Grant

Jim Cheng noted that at last week’s Executive Committee Meeting, the committee discussed the possibility of doing a planning grant for rural entrepreneurship now that the “Venture Hub” business plan is complete. The Executive Committee discussed several ways to get this done but wanted the input and approval of the Council. He added that Shannon Holland had, at the direction of the Executive Committee, discussed such a planning grant concept at a recent Central Virginia Partnership Economic Development Partners Meeting. Economic Development Directors from Culpeper, Fluvanna, Greene, Louisa, Madison, and Orange are all very interested. Fauquier County is also very interested.

Jim Cheng shared that staff was requesting approval from the Council to engage a consultant in a rural entrepreneurship planning grant similar to the “Venture Hub” planning grant under the direction of the Chair/Vice Chair. He noted that the effort could be undertaken either as a contract extension or through another RFQ.

The plan scope, in general, would identify best practices from case studies for growing rural ecosystems, models for collaboration and actionable steps to grow rural ecosystems.

Jim Cheng clarified that funding would come from the \$50,000 Planning Grant line in the FY2020 capacity building budget. It is not expected that all the funds would be needed since foundational work has already occurred through “Venture Hub”. Again staff would serve as administrator on behalf of the Council with the oversight of the Chair/Vice Chair. An appropriate advisory group would be pulled together, as well.

Miles Friedman stated that he thought the “Venture Hub” plan development was important for the part of Region 9 with critical mass in entrepreneurship, Charlottesville/Albemarle, but the plan would not necessarily support rural entrepreneurship as it has completely different needs. He expressed support for a rural entrepreneurship ecosystem planning grant. David Pettit asked that a list of entrepreneurial assets be included in the plan.

Miles Friedman made a motion to approve a planning grant for rural entrepreneurship and give authority to the Chair/Vice Chair to oversee contract negotiation up to the line item budget available. Jim Crozier seconded the motion. The motion carried.

9. Introduction of Sara J. Dunnigan, Deputy Director, GO Virginia and Economic Development, DHCD

Jim Cheng introduced Sara Dunnigan who was visiting the Region 9 Council for the first time in her new role. Sara gave an overview of activities of DHCD as support agency for the GO Virginia Board. She also introduced Leah Fremouw, Vice President, Director of Marketing & Community Impact for Virginia Community Capital, also in attendance, and a member of the GO Virginia Board.

10. Chair Update

Jim Cheng updated the Council on the October 1 Executive Committee meeting. The Committee approved the transfer of the remaining \$11,761 of the Project Reserves of \$111,111. The funds will be transferred to Region 9 Per Capita funds to support projects. At its June meeting, the Council already approved the transfer of \$99,350 to Per Capita for project in order to fund the Regional Business Park and the Young Entrepreneurs grants. He also noted that the following contracts had been approved: Financial Assistance Contract; Regional Business Park project contract and the Young Entrepreneurs Resource project contract. He thanked David Pettit for his pro-bono contract review services on behalf of the Council.

11. Other Business

Ed Dalrymple shared details on the Culpeper Air Show and how this event engages with youth and connects them to possible career pathways. Miles Friedman mentioned the International Gold Cup in Fauquier County later in October.

12. Next Meeting

The next Council Meeting is scheduled for Thursday, January 30, 2020 at Germanna's Daniel Technology Center, Culpeper, VA. The next Region 9 Application Deadline, January 7, 2020.

13. Adjourn

Jim Crozier made a motion to adjourn the meeting. Miles Friedman seconded the motion. The motion carried. The meeting adjourned at 11:31 AM.



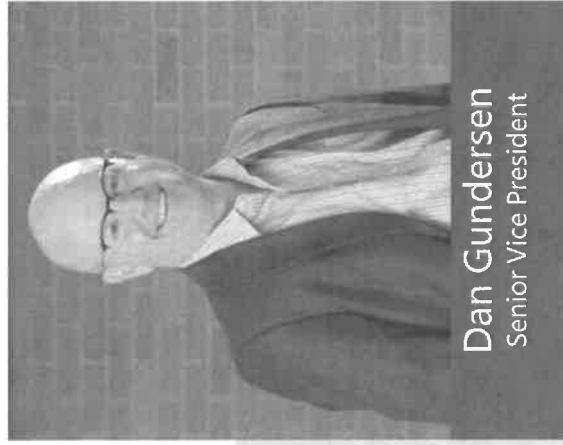
"Venture Hub" Business Plan

October 10, 2019





Key project team members



Dan Gundersen
Senior Vice President



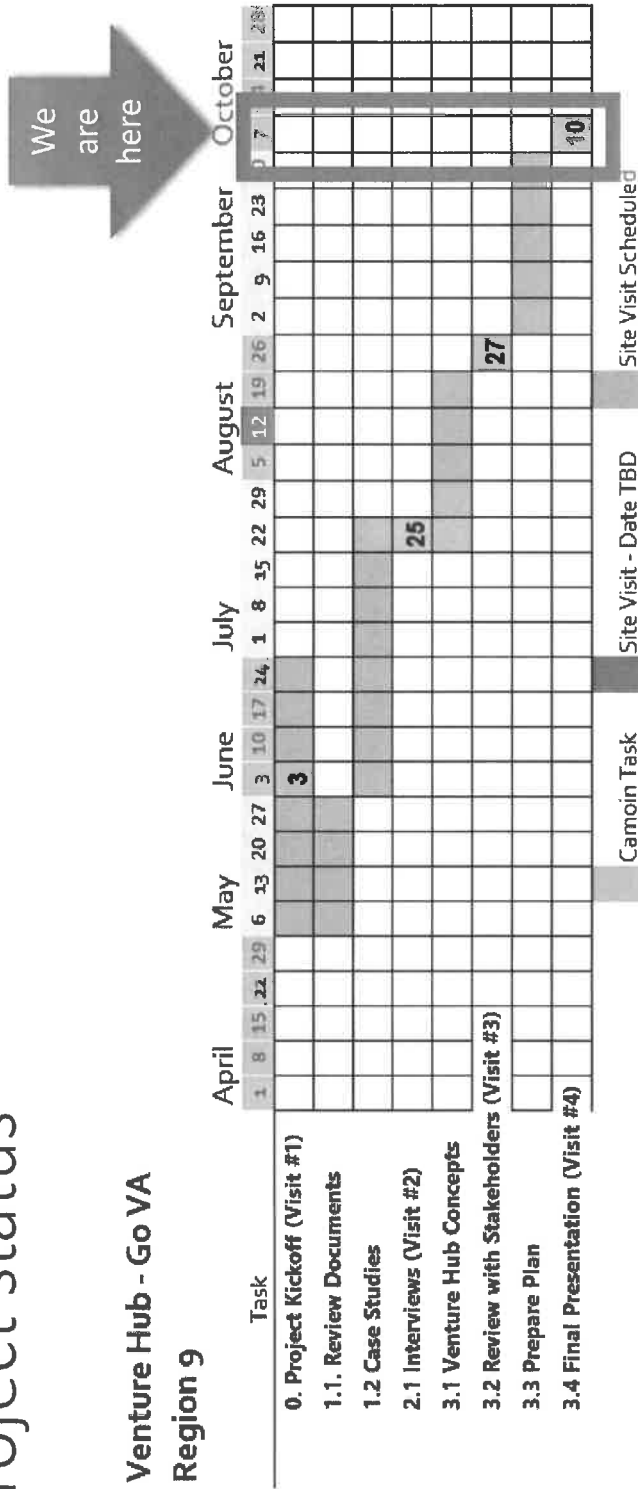
Catherine Renault
Senior Advisor



Erik Pages
Project Manager

Project status

Venture Hub - Go VA Region 9



Site Visits:

Visit 1: Kickoff – Cathy & Erik – June 3-4 (Committee Meeting on the 4th)

Visit 2: Interview Visit – Erik & Dan – July

Visit 3: Concept Review – Full Team - End of Aug

Visit 4: Final Presentation – Full Team - October

“Venture Hub” opportunity

Region 9 is richly endowed with great entrepreneurs, investors and world-class researchers. The region performs well, but could do better.

The “Venture Hub” is designed to enable local people to start and grow new businesses that support economic prosperity by:

- Serving as a **gateway** to help connect people with existing entrepreneurship resources and encourage the creation of resources as the need arises
- **Accelerating** new business growth, and
- **Telling the story** of the region as a center for entrepreneurship

Lessons learned

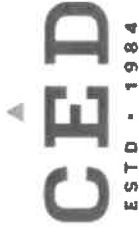
- Entrepreneurial leadership
- Diverse and comprehensive programming, but
 - Build on anchors
 - Partner, collaborate, extend, do not duplicate
- Diverse funding sources useful for sustainability
- Nonprofit most common form with broad board membership



INNOVATION DEPOT



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Photo by Andrew Neel on Unsplash

“Venture Hub” concept

- The “Venture Hub”* will be a place that focuses the entrepreneurial energy in GO Virginia’s Region 9, **enabling entrepreneurs to accelerate their contribution to inclusive economic prosperity.**
- The “Hub” will leverage and amplify the existing resources in the entrepreneurial ecosystem.
- Ultimately, the “Hub” will be a symbol of the region’s entrepreneurial energy.

*“Venture Hub” is a placeholder name. A branding exercise will be used to create a memorable and place-connected name that conveys the full concept.

“Venture Hub” principles

- The “Hub” is designed for entrepreneurial support, and **entrepreneurs are its primary customers**
- The “Hub” will partner and collaborate with **organizational anchors and elements of the entrepreneurial ecosystem in Region 9**
- The “Hub” will embrace the **diversity of Region 9**, defined in geographic as well as demographic terms
- **Programming will be focused** to support the unique challenges of different segments of the target audience

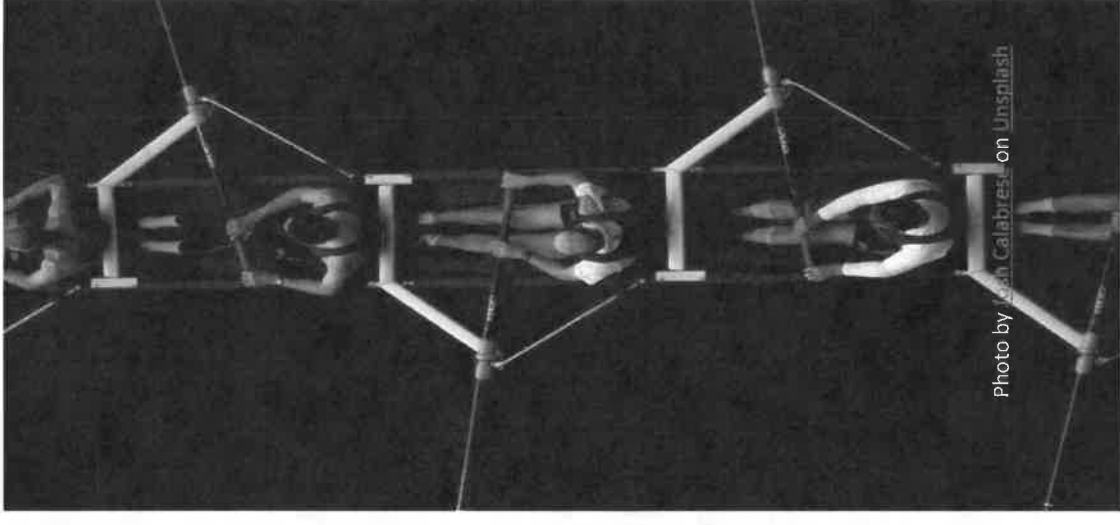


Photo by Mash Calabrese on Unsplash

A Place to Meet

- Housed in an iconic building designed to facilitate connections and collaborations
- Host programming and events big and small, most currently offered by partners at disparate locations
- May also be home to partners who wish to co-locate, and may feature a café or other places for informal meetings, reflection, or refreshment
- Centrally located in Charlottesville/Albemarle County
- Smaller “Hub” type facilities may also be hosted or co-located with entrepreneurial resources in other parts of the Region, and networked together through the “Hub’s” essential services



A Place to Connect

- The Concierge Service will serve entrepreneurs
 - Assess their situation
 - Identify next steps on their entrepreneurial journey
 - Refer to appropriate resources in the region and beyond
- Partner network

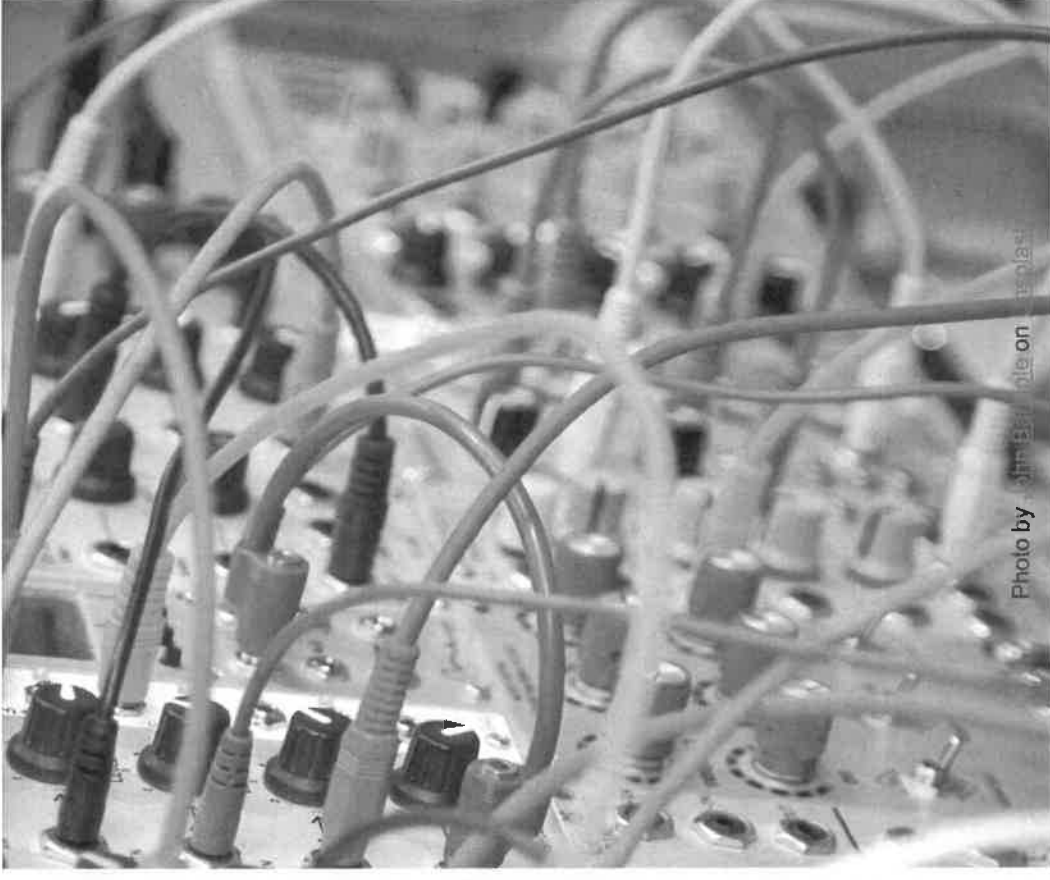


Photo by [Jim Heston](#) on [iStock](#)

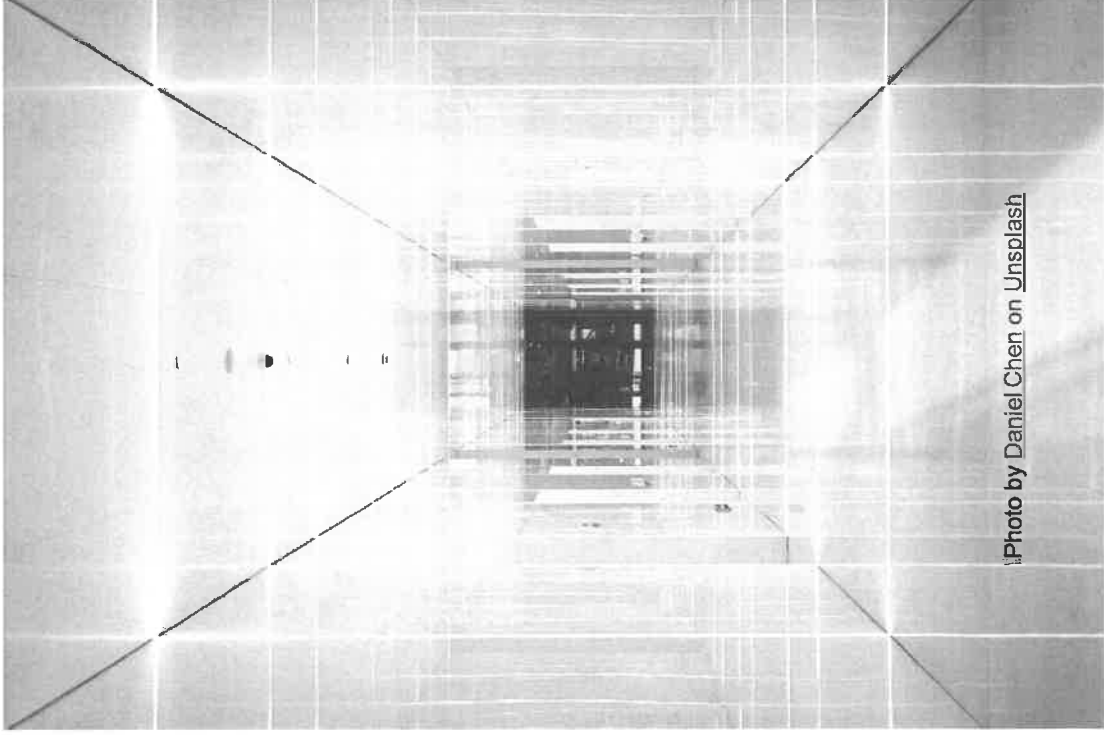


Photo by Daniel Chen on [Unsplash](#)

A Place to Tell Stories

Highlight the narrative of Region 9 as an entrepreneurial powerhouse

- Shine a light on regional entrepreneurs, resources, and their interactions
- Embody of the entrepreneurial dynamism in Region 9
- Act as a focal point for citizens within the area as well as those outside the Region

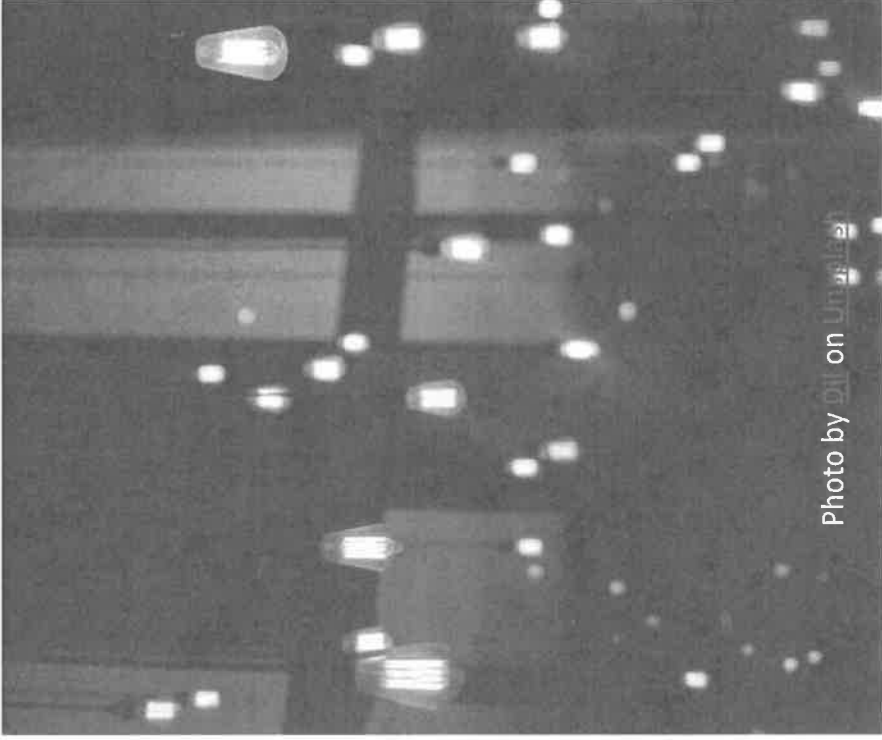


Photo by [Dill on Unsplash](#)

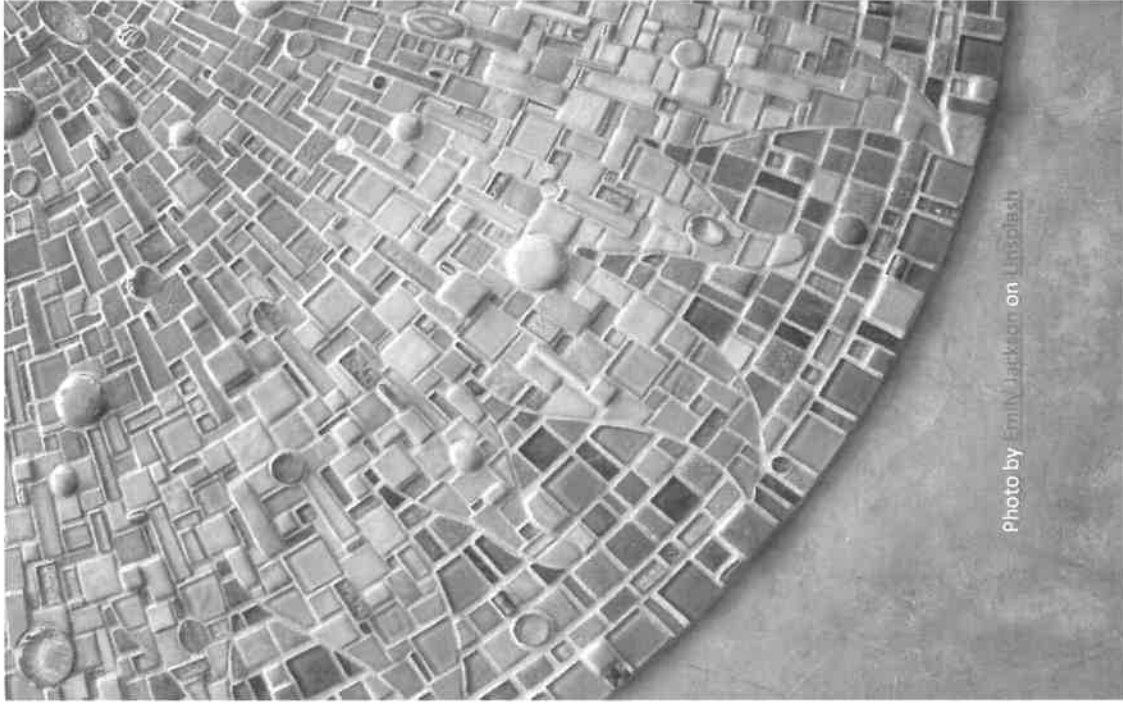
A Place to Collaborate

- Convene ongoing conversations about what is needed
- Facilitate the definition, development, piloting and launch of new initiatives
- New initiatives launched by partners or by “Hub”

“Hub’s” governance

- Non-profit 501(c)(3)
- Private-sector led Board of Directors with 13 members
- Three Advisory Committees
 - Entrepreneurs
 - Partners, funders, and service providers
 - Economic development officials
- Three employees
 - Executive Director
 - Concierge
 - Events/Facility/Marketing Coordinator





Financial highlights At full implementation:

- Annual operating costs exceed \$750,000 if market rates for rent and salaries are assumed
- Location, size, make or buy, extent of renovations required, all impact cost of place
- Earned revenues (subleasing offices, event space)
- Support from state, local governments, corporations, university, philanthropy start at \$350,000 annually



The “Venture Hub” will increase the density of the entrepreneurial ecosystem in the region, including access to entrepreneurial assistance

- **Entrepreneurs will do better**
- **They will increase their 5-year survivability**
 - **Job growth will increase**
 - **Rising inclusive economic growth for the region**

More to Come

"Friends of Venture Central"

Chris Engel
Denise Herndon
Roger Johnson
Pace Lochte



Questions and Discussion



innovation
policyworks

ENTREWORKS
CONSULTING

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