



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

REGIONAL COUNCIL 9

JANUARY 28, 2021

2:00 PM to 4:00 PM

Zoom Link or Call-In

Due to the State of Emergency declared by the Governor due to COVID, this meeting was held via electronic means.

MINUTES

Attending Council Members: Ed Scott, EcoSeptix Alliance (Chair); Ed Dalrymple, Cedar Mountain Stone (Vice Chair); Chip Boyles, Thomas Jefferson Planning District Commission (Treasurer); Alicia Pitorri, Bank of America; Brian Cole, LexisNexis; Christian Goodwin, Louisa County; Felix Sarfo-Kantanka, Dominion Energy; Jan Gullickson, Germanna Community College; Hon. Jim Crozier, Orange County; Hon. Tony O'Brien, Fluvanna County; Jim Cheng, Cav Angels; Kim Blosser, Lord Fairfax Community College; Kurt Krueger, McGuireWoods; Mansour Azimipour, A & K Development; Miles Friedman, Fauquier County; Pace Lochte, University of Virginia Economic Development; Paul McCulla, Fauquier County; Patrick Mauney, Rappahannock-Rapidan Regional Commission; Ray Knott, Atlantic Union Bank; Tom Click, Patriot Industries

Special Guest: Frank Friedman, Piedmont Virginia Community College as Special Guest of the Council

Absent Council Members: Andy Wade, Louisa County; Liz Walters, Bingham & Taylor; Yolunda Harrell, Taste of Home

Staff: Helen Cauthen, Shannon Holland

Guests: Beverly Pullen, Fauquier County; Caitlin Mohr, PVCC; Christine Jacobs, TJPDC; Christy Hawkins, PhD, PVCC; Deborah Flippo, Draper Aden; Faith McClintic, Consultant; John Martin, Attorney; Louisa County Chamber; Mary Foley, Carlson Foley; Sarah Morton, VCW-Piedmont; Stephanie Lillard, VA Tourism; Stephen Davis, CIC; Steve Dalton, GENEDGE; Tory McGowan, DHCD; Tracey Greene, CBIC

Welcome

Ed Scott opened the meeting at 2:01 pm and announced that meeting was being held via zoom because of the state of emergency declared by the Governor and welcomed guests.

Roll Call

Shannon Holland completed a roll call of Council Membership to determine attendance and the quorum was established, as noted above.

Public Comment

Ed Scott noted that Public Comment forms were available and were to be submitted ahead of the meeting. Shannon Holland stated that no public comments forms had been received.

Approve Council Business

Ed Scott stated that for expediency items listed under Council Business were grouped together for one motion and roll call vote. Ed Scott asked if there was a request to move any of the items off the list to discuss separately. No request was made.

a. Meeting Minutes

Ed Scott asked for questions regarding the Minutes as presented. No questions were offered.

b. Financials

c. FY2020 Capacity Building Projected Closeout Budget

Chip Boyles provided a Treasurer Report, including these highlights:

- As noted on the Statement of Financial Position there is a little over \$76,000 in Accounts Payable of which almost \$37,000 is due to CVPED.
- The Capacity Building Budget Report is in a new format for clarity. From previous Treasurer Reports, it has been a challenge to clearly report the Capacity Building Fund budget expenditures on a Fiscal Year basis because those funds are typically spent down in 13 to 16 months. The new format will document the Capacity Building expenses until funds are expended. It's expected that the FY20 funds will be closed out with the January remittance to DHCD that should be submitted in March.
- In regards to the Region 9 Project Budgets presented, Chip Boyles, reminded the Council that project funds not spent by a project end date are to be rolled back into funds available for new Region 9 grants.

d. Contract Extension

e. Revise Council Guidance for Approving Contract Extensions or Amendments

Ed Scott noted that Items d. and e. were outlined in provided memos. The memos outline staff requests for approving a contract extension for Crafting a New Normal and for revising Council staff guidelines for addressing future extension requests.

Ray Knott made a motion to approve the Council Business as presented. Jim Cheng seconded the motion. A roll call vote was performed and the motion carried with Chip Boyles abstaining.

Nominate and Vote for Treasurer for Expiring Term

Ed Scott noted that Chip Boyles will be transitioning to a new role as the City Manager of Charlottesville on February 15 and therefore will be leaving the role of Treasurer. Per the Region 9 Bylaws, the vacancy in an office must be placed on the agenda and the role filled for the unexpired term.

Ed Scott opened the floor for Nominations for Treasurer for the unexpired term of February 15 to the June Annual Meeting.

Mansour Azimipour nominated Ray Knott to serve as Treasurer as noted. No other nominations were made.

Jim Crozier made a motion to approve the nomination for Ray Knott to serve as Treasurer from February 15, 2021 to the June Annual Meeting. Kurt Krueger seconded the motion. A vote was taken and the motion carried.

Strike Force Update

Ed Dalrymple presented an update on this standing agenda item, including these highlights:

- In November the ERR Strike Force awarded \$76,500 to the Connector Platform and it was approved by DCHD. The project is now under contract and work is underway. The project summary was included with the Agenda.
- Strike Force members participated with the Grow Existing Business Task Force in reviewing the Business Recovery proposal to make a recommendation to the Council for consideration.
- There are now no remaining ERR Fast Access dollars remaining for Region 9.

- Shannon Holland advised that DHCD has just advised that ERR funds may be used for helping support vaccination efforts for getting regional workforces back to work. Shannon Holland noted that this was already an ERR priority established by the Council.

Project Review and Vote

Business Recovery

Ed Dalrymple gave an overview of the of the discussion of the Grow Existing Business Task Force and the Strike Force as well as their recommendation to approve the Business Resiliency project proposal.

Highlights included:

- Referring to the Summary in the meeting packet, the proposal is for \$131,500 in ERR funds. Match to be provided through Federal CARES funds, a private foundation grant and other non-state resources. The project targets all of Region 9 localities with the exception of Fauquier County that is served by another SBDC.
- GO Virginia funds will be used to help 240 businesses by expanding services and helping companies develop websites to discover or find new customers.
- The project emphasizes rural localities and under resourced communities

Ed Dalrymple introduced Rebecca Haydock, Director, of the Central Virginia Small Business Development Center, who was attending and asked if she had comments or if others had questions for her. Rebecca Haydock emphasized that though Fauquier is not directly served they can and should benefit and that her team is in regular communications with others that serve Fauquier.

Pace Lochte spoke in support of the proposal noting the recent growth and accomplishments of the CV SBDC. Miles Friedman also spoke in support of the proposal.

Jim Crozier made a motion to approve the project as presented. Miles Friedman seconded the motion. A roll call vote was taken and the motion carried.

Project Update – Project Reconnect (ERR Fast Access)

Sarah Morton, Director, VCW-Piedmont presented an update on the activities and successes of this Region 9 grant. Slides from the presentation are included with these Minutes.

Chair Update

General Business

Ed Scott noted that the Dashboard Update didn't make it into the packet and that Region 9 has just over \$961,000 in Per Capita project funding remaining. Also, it was noted that in consideration of the newly approved Business Resiliency project there is now \$568,500 in ERR project funding remaining.

Ed Scott stated that to begin preparing for the June Annual Meeting, the Nominating Committee will meet in March and that nominations are typically closed in May and to prepare a June Slate. Ed Scott also noted that the Council should expect to begin work on the Growth Plan Update as soon as DHCD shares a framework. It is expected to be due in the Fall.

GENEDGE Statewide Project Update

Tom Click said that the GENEDGE Advisory Committee met on Monday January 25 and at that meeting the first Region 9 company was approved to advance in the program. Stephen Dalton, GENEDGE, who was attending the Council meeting, confirmed this information.

VA Bio Connect Statewide Project CIT/VIPA

Ed Scott asked Shannon Holland to report for Nikki Hastings who was not present. Highlights include:

- **VIPA:** The newly created Virginia Innovation Partnership Authority (VIPA) Board held its inaugural meeting in December 2020 which established the Division of Entrepreneurial Ecosystems to be led by Sean Mallon. The VIPA Board also approved a list of Entrepreneurial Ecosystems Advisory Committee Members that included one member from each GO Virginia Region as well as At Large seats represented by SBDC, DHCD and VEDP. Nikki Hastings was appointed for Region 9. The Advisory Committee will evaluate and guide the process for the distribution of Regional Innovation Fund (\$1.5M in FY2021). The committee is reviewing guiding principles for the fund which will then be shared broadly.
- **VA Bio-Connect:** VA Bio-Connect is negotiating its project contract through DHCD and intends a start February 1. The regional co-directors have been identified and have met to discuss near-term execution plans for 2021. Region 9 Co-directors are Nikki Hastings and Bob Creeden, UVA LVG Seed Fund.

DHCD GO Virginia Site Workgroup

Helen Cauthen, President, Central Virginia Partnership, is serving as the Region 9 representative on the DHCD Sites Workgroup. Referring to the draft guidance included in the meeting packet, Helen Cauthen asked for any feedback noting that the team is meeting regularly.

CEDS Update

Patrick Mauney spoke briefly to update the Council on the status of the CEDs application pursued by PD 9 and PD 10 and discussed at previous Council Meetings.

Director Update

Shannon Holland noted that the Director Update did not make it in the packet. Shannon Holland noted that she has received project budget revision requests to reallocate grant funds due to the impact of COVID and asked Council Members to review future Director Updates where that information is reported.

Other Business

Other business presented included:

- Chip Boyles introduced Christine Jacobs who will be serving on the Council when she takes the leadership role at PD 10, TJPDC on February 15.
- Jan Gullickson asked other Council members to consider asking legislators to support funding for Germanna healthcare training facility and she would forward details through Shannon Holland.
- The Task Force Recommendation on Agenda page 23 should be amended to 2021 in lieu of 2020.

Adjourn

At 2:58 pm Ed Scott said if there was no other business he would entertain a motion to adjourn.

Felix Sarfo-Kantanka made a motion to adjourn. Brian Cole seconded the motion.

Shannon Holland is inviting you to a scheduled Zoom meeting.

Topic: GO Virginia Region 9 Council Meeting

Time: Oct 14, 2020 02:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://zoom.us/j/99286418134?pwd=RzVxZnczazNmaEt6OGtqQk9MRmkydz09>

Meeting ID: 992 8641 8134

Passcode: 167810

One tap mobile

+19292056099,,99286418134#,,,,,0#,,167810# US (New York)

+13017158592,,99286418134#,,,,,0#,,167810# US (Germantown)

Dial by your location

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+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

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Meeting ID: 992 8641 8134

Passcode: 167810

Find your local number: <https://zoom.us/u/at9uJD5yy>



ERR Project Reconnect Grant YTD Overview

01/28/2021

GRANT OVERVIEW

Project Reconnect will focus on working with workers. Together these projects are critical to address gaps and capacity issues in our regional workforce ecosystem. Connect dislocated workers to possible credentialing, apprenticeship and internship programs as a part of this effort which helps meet the priority of "evaluate how credentialing, apprenticeship, and/or internship programs for target industries could support higher paying jobs and/or growth of the traded sector." Furthermore, driving dislocated talent to existing GO Virginia programs such as the George Washington Carver-Piedmont Technical Education Center (GWC-PTEC), Central Virginia.

Award: \$99,500.00

Timeline: 7/1/2020 to 6/30/2021

VCW-P STAFF

VCW Piedmont Workforce Director: Sarah Morton
Workforce Transition Coordinator: Deborah Harms
Workforce Operations Manager: Dave Kilgore
Workforce Specialist: Stephanie McNamara

Virginia Career Works – Piedmont Region is "on the map" as the primary resource in PD9 and PD10 for Job Seekers to connect with partners providing services in their locality to launch dislocated workers into successful employment.



YTD MILESTONES & OUTCOMES

Completed Milestones:

- **Hired Workforce Transition Coordinator August 2020**
- **Launched a social media presence across 4 platforms.**
- **Developed outreach platform implementing advanced outreach plan.** Email database management system for direct outreach to registered dislocated workers, Partners and Stakeholders via Constant Contact – start date 9/28/2020.

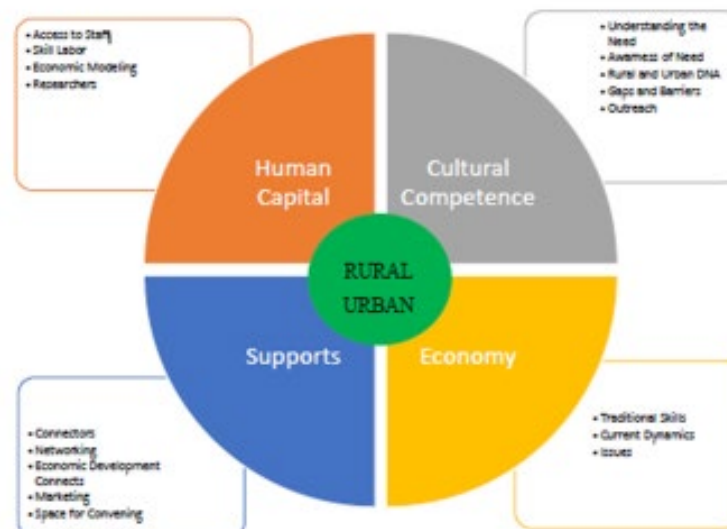
Advanced Outreach:

- **Dispersed the Interactive Guide: Resources for the Job Seeker.** The guide has been embraced by locality Stakeholders and Partners. Included in Fluvanna County Monthly Newsletter.
- Interactive Guide Replicated in three other regions: Alexandria/Arlington, Crater Region, and Central Region VCW centers to tailor for their regions.
- Developed and published VCW templates to recruit and attract job seekers to employment and training opportunities.
- Albemarle Job Fair highlighted Virginia Career Works on NBC29
- Louisa County Biz Expo
- Orange County Job Fair
- Fluvanna Job Fair fulfilled hiring needs of new business Silk City and Spire Collectives. Silk City had 10 hires.

Contract Outcomes:

- **Number of dislocated workers engaged (250-400)**
5143 dislocated workers are engaged through email outreach surpassing grant expectations.
- **Number of dislocated workers placed in employment (100)**
108 dislocated workers (that have been reported) placed in employment.
- **Social Media Followers:** Facebook 315, Twitter 115, LinkedIn 73, YouTube 12

ASSET MAP



CURRENT ACTIVITIES

Developing "Employer Ambassador Toolkit"

Goal is to map career readiness strategy based on established "Career Clusters" to provide training requirements grow within an organization.

- **Strategy:** Employer Ambassador program is a model to promote employee retention, grow your own workforce, and coaching and mentoring opportunities building a sustainable and scalable workforce.
- Cultivating Pathways to Success. **Featured Employer:** Farmington Country Club

ADVANCED OUTREACH

- Developing a PD9 and PD10 Resource Workforce Platform.
- Working with Employers to provide career sector employment videos on YouTube channel for job seekers

CVPED Workforce Recovery Grant Collaboration

- Recruiting businesses and job seekers to register for Virginia Career Works sponsored Statewide Hiring Events—Event Date February 4, 2021.
- Business Round Tables

OUTREACH

- Continuous email campaigns providing event information and opportunities to Job Seekers, Partners and Stakeholders.
- Daily social media postings across all established platforms.
- Weekly introductory outreach to newly registered unemployed/dislocated workers.

NEXT STEPS

In Development: PD9 and PD10 Workforce Resource Platform

In Development:

- "Employer Ambassador Toolkit" to map career readiness strategy to grow within an organization.
- Collaborating with featured Employer: Farmington Country Club

Virginia Career Works Sponsored Statewide Hiring Event

- February 4, 2021
- Collaborate with Project Recovery and PD9 and PD10 One-Stops for recruitment of Employers.
- Workforce Transition Coordinator recruiting job seekers.

Locality Presence:

- VCW-P Staff to establish regular visits to PD9 and PD10 workforce locations to collaborate with Partners and meet one-on-one with job seekers needing services.
- VCW-P has access to the State Virginia Workforce Connection platform accessing all job seekers registered as unemployed through the VEC.
- Build interagency collaborative partnership to expand service and enhance opportunity.

Employer Toolkit:

- To replicate Employer Toolkit for businesses to mitigate hiring gaps while building sustainability.
- Connect employers with career clusters and pathways leading to professions.
- Align and connect job seekers with career pathways and professions.