

## Document #2:

### Executive Committee Meeting Minutes

Wednesday, November 2, 2022

**Zoom Meeting:** November 2, 2022 – 8:00 a.m. – 9:00 a.m.

**Attended:** Wilson Flohr, Moses Foster, Thomas R. Frantz, Nancy Grden, Greg Gilligan, Bob Holsworth, Sarah Jane Kirkland, John W. Martin, James Spore, and Laura Robidoux

**Absent:** Theodore L. Chandler, Jr., Cliff Fleet, Mitch Haddon, Aubrey L. Layne, Peggy Layne, John F. Reinhart

#### Agenda Items:

- October 19, 2022 Executive Committee Meeting Minutes (Document #2)
- Global Internet Hub – Steering Committee Meeting #4 Update
- Passenger Rail Service Update
- Bike Trail Update
- End of Year Director / MIC Survey Topics
- Communications: The Innovation Spotlight Series
- Old Business/New Business

#### October 19, 2022 Executive Committee Meeting Minutes

The Executive Committee (EC) unanimously approved the October 19<sup>th</sup> EC meeting minutes.

#### Global Internet Hub – Steering Committee Meeting #4 Update

The EC was provided several project updates:

- Given Raymond White's retirement, the City of Virginia Beach has established a new support team for the Global Internet Hub GO Virginia grant. It was also noted that the GO Virginia contract has not been signed. This timing will now affect the project's overall schedule.
- Two consultants have been identified through an RFP process and approved by the core team (matching funders). This process followed the plan outlined in the GO Virginia grant. The consultants are:
  - TeleGeography: This firm will provide a detailed study of interconnection hubs. This will include both an overview of our methodology for evaluating interconnection hubs

and an assessment of existing hubs. A North American East Coast submarine cable landing assessment will also be provided to help evaluate potential opportunities to capture further international deep sea cable network investment within the Hampton Roads Corridor.

- InterGlobix: This firm will prepare case studies on Global Internet Hubs (GIH) that can most inform the I-64 Innovation Corridor. A final list will be assembled.
- The final strategic plan will not skew toward either RVA or 757 regions, but rather advance the entire megaregion.
- A key feature of the report will be a map that can be folded out to showcase digital assets across the I-64 Innovation Corridor, including where we are and where we're headed. The map will be part of the report and a stand-alone document.
- Virginia Beach has offered to help design the map.
- Bob Holsworth will be contracted as a paid consultant to help edit the report.
- West Cary Group will design the report in the RVA757 Connects' branded look.

The IEIC Summit 2.0 will be hosted on November 8 in Henrico County – 35 speakers from all over the world are coming to talk about the development of the digital world.

#### Next Steps:

- Send event information for November 8 event to EC.
- EC members will follow up to accelerate finalizing the GOVA contract paperwork.
  - John Martin will contact Charles J. Bauman III, City of Virginia Beach.
  - Thomas R. Frantz will reach out to the attorney's office.
  - Donna Morris will be contacted to confirm status and next steps.

#### **Passenger Rail Service Update**

A meeting with the Department of Rail & Public Transportation (DRPT) and Virginia Passenger Rail Authority (VPRA) is scheduled for this coming Friday to discuss advancing passenger rail service between and from/to RVA and 757 regions. This includes what we can really do and how important the tier II environmental impact study is to this cause.

Participants in this upcoming planning meeting (DJ Stadtler and Jennifer Debruhl) will be invited to present at the next Board/MIC meeting on December 13.

The outcome of this upcoming planning meeting will be an RVA757 Connects' Passenger Rail Game Plan that will be reviewed at the next EC meeting – November 16<sup>th</sup>. The EC-approved Rail Game Plan will be presented at the December 13<sup>th</sup> Board/MIC meeting.



Next Step:

- Follow up passenger rail meeting with an outline of the Game Plan to be sent to EC for discussion at the November 16<sup>th</sup> meeting.

**Bike-Walk Trails Support Update**

John Martin provided an update on his presentation to the Virginia Capital Trail Foundation (VCTF) Board of Directors about RVA757 Connects' bike trail support. The board has experience with the process of raising funds and working in tandem with the Virginia Department of Transportation (VDOT) in advancing the Virginia Capital Trail.

The next step is to create a thought-paper report. More specifically, a SMART SCALE-like recommendation for VDOT's use in allocating the \$93M of available funding. Bob Holsworth has been engaged as a paid consultant to help create this white paper.

The EC suggested following up with the Secretary of Transportation and Aubrey Layne to understand what would be the most effective resource to create.

Next Step:

- RVA757 Connects' staff will reach out for advice.
- With direction, RVA757 Connects' staff and Bob Holsworth will create the resource paper.

**End of Year Director / MIC Survey Topics**

Mr. Martin shared the criteria for this year's very brief (one-page) Board/MIC survey.

It was suggested to include the following components:

- Overall rating (1-5) of organization's effectiveness.
- Rating (1-5) of each priority.
- Legislative agenda – Jefferson Lab, I-64 Gap Project, pro-business legislation, etc. [Note: Government relations will review and approve this section first.]

Next Step:

- This brief, one-page survey will be sent to the EC for review before sharing out with the Board/MIC.



## Communications: The Innovation Spotlight Series

A general discussion was held on the initial success of the Innovation Spotlight series. The question on the table was, "Should this be continued in 2023?"

Key points shared and discussed:

- The series premiered in 2022.
- This series has helped build the database list, generated and supported media interactions, and updated stakeholders on RVA757 Connects' brand and priority areas.
- A variety of topics were featured throughout the year, many advancing RVA757 Connects' priorities.
- Gaining traction takes time, but the growth seen in its first year has been very promising. Each event has grown in popularity from 20-to-30 participants to now 80 participants.
- Participation remains high throughout the entirety of each 1-hour virtual webinar.
- 15-20% of participants were brought in from another contact, introducing new outside participants to RVA757 Connects. Insights were shared about email open rates and link clicks that are being accessed to learn more about other engagement we are generating.

While it was acknowledged that there's a great deal of time required to produce each of these one-hour webinars, everyone on the EC enthusiastically endorsed continuing with this series.

The format moving forward into 2023 will remain the same as 2022: Sponsor / RVA757 Updates / Speaker / Q&A. Other suggestions include updates on previous topics, monthly reminders to the board/MIC, and messaging to encourage collaboration between both markets.

There was a general discussion about future post-webinar packaging. Ideas included additional marketing to the database, sending the video recording back to the list, and sharing the other recorded webinars. The message could include a blurb such as, "If you couldn't make it, here's what you missed."

Greg Gilligan was thanked for great year of Innovation Spotlight events.

### Next Step:

- Continue planning future Innovation Spotlights.
- Brainstorm ways to create opportunities for collaboration between Hampton Roads, Richmond, and beyond.



### **Old Business/New Business**

Fundraising for 2022 is being wrapped up. An appeal was made to the EC to help with solidifying pledges for the last few potential donors. EC members were assigned directors to contact.

It was suggested to allow outside funders to provide donations via a button on the website. This will be explored further.

Brian Ball, Nancy Grden, and Thomas R. Frantz are speaking at an event for Tax CPAs about regional growth and investment. RVA757 Connects will be mentioned.

#### Next Step:

- The EC will report back on any new funders.
- A donations via a button will be investigated again.