



Executive Committee Meeting Minutes

Wednesday, October 19, 2022

Zoom Meeting: October 19, 2022 – 8:00 a.m. – 9:00 a.m.

Attended: Theodore L. Chandler, Jr., Cliff Fleet, Moses Foster, Thomas R. Frantz, Nancy Grden, Greg Gilligan, Mitch Haddon, Sarah Jane Kirkland, John W. Martin, and Laura Robidoux

Absent: Wilson Flohr, Bob Holsworth, Aubrey L. Layne, Peggy Layne, John F. Reinhart, James Spore

Agenda Items:

October 5, 2022 Executive Committee Meeting Minutes Approval

- EC approval needed.

Financial Update – Flash Report (Document #3)

- Fundraising Update

Nominations

- Richmond Recruitment (Document #4)

Convergence 2022 Recap and Discussion

Old Business/New Business

October 5, 2022 Executive Committee Meeting Minutes

The Executive Committee (EC) unanimously approved the October 5th EC meeting minutes.

Financial Update – Flash Report

John W. Martin, President and CEO of RVA757 Connects, provided an overview of the organization's finances for the first nine months of 2022 and the financial projections for the rest of the year. If the 2022 pledges that have been invoiced are paid and the fourth quarter expenses are as planned, RVA757 Connects should end the year with an estimated \$130,000 balance, which is very similar to 2021.



There was some discussion about creating a separate project funding pot for initiatives such as the Global Internet Hub. Doing so keeps the project finances separate from the organization's sustainable funding that runs the programs and pays the staff. It also would allow businesses and other organizations to contribute to those specific projects.

One EC member asked about the tracking of the GO Virginia grant and other donations made for the Global Internet Hub project. Mr. Martin explained that the City of Virginia Beach is the signatory of the grant. RVA757 Connects could not manage the planning grant since it managed a planning grant last year for the I-64 Innovation Corridor Opportunity Study. RVA757 Connects, along with ChamberRVA and Hampton Roads Chamber, is providing in-kind support. RVA757 Connects' staff is keeping track of the hours spent on the Global Internet Hub initiative.

The EC discussed approaching 2021 one-time donors to suggest an increase in this year's commitment and members who have not yet made a financial commitment to gain sustainable funding. The recommendation is to let current and potential donors know of our two giving structures – one for corporate giving and one for individual giving – at three different funding levels broken down in the updated recruitment materials. All contributions regardless of size are greatly appreciated.

One EC member suggested the organization might want to reach out to Ronald Lauster, president at W.M. Jordan Company, to get involved.

Nominations

An imbalance still remains between Richmond's and Hampton Roads' board seats. Of the 75 board seats available, 65 seats are filled. RVA has 22 board members, while Hampton Roads has 39; plus, there are four board members from Williamsburg. With the remaining seats, Mr. Martin suggested the focus should be on recruiting board members from the Richmond region.

Mr. Martin and other EC members are slated to brief the Richmond Management Roundtable in November.

There is a targeted RVA-centric recruitment list with names of between 12 and 15 executives on it to approach.

Thomas Ransom, the Virginia regional president for Truist Financial Corp., and Jeff Wassmer from Spectrum have accepted their board invitations. They will be considered Richmond members.

The goal is to add six to eight more executives from the Richmond region to the board by the December board meeting.

If needed, the bylaws could be amended to increase board capacity.



GIH Plan Initiative Update

As RVA757 Connects moves toward the fourth Steering Committee meeting on October 25, Requests for Proposals (RFPs) are being sought for:

1. A firm to give an international overview of Global Internet Hubs.
2. A firm to create case studies on the top 10 Global Internet Hubs.

The plan is to discuss the RFPs at the next Steering Committee meeting.

Government relations update

Ross Grogg, co-chair of the Government Relations Committee, did an outstanding job in his presentation at Convergence, Mr. Martin said. Those attending saw our political might.

The Hampton Roads PDC will share their legislative agenda once approved.

Mr. Grogg and Christopher Lloyd, Government Relations Committee co-chairs, are looking to the two chambers for their respective legislative agendas. They will bring recommendations to the EC for consideration.

One EC member suggested holding a joint caucus meeting with representative from the two regions. It would be good to show them our priorities and to thank them for their support on the I-64 Gap project.

Convergence 2022 Recap and Discussion

Both chambers were pleased. The content was off the charts. Attendance was great. It was suggested to push for double the attendance next year and have more CEOs included.

One EC member suggested that Convergence should effectively become RVA757 Connects' annual meeting. It would be a one-time event to have a power-packed meeting. Convergence would be positioned as one of the four board meetings of 2023. The expectation is that all board members would be required to attend.

One idea is to have the dinner and keynote address the night before the event and end the second day of the event by 4 p.m. Having the dinner and keynote the night before would create more energy and it would build camaraderie. This meeting will be emphasized to board members as a critical meeting to attend.

Virginia Secretary of Transportation, W. Sheppard Miller III, who spoke during Convergence, did a lot to advance the RVA757 Connects value proposition.

One idea is that a seven- to eight-minute compilation video of highlights from the event should be put together. Another idea is to create a two- or three-page document with highlights along with three or four bullet points of content for each speaker. The information from Convergence can be used beyond the board, letting others know what's going on in each region plus the bigger picture.

Old Business/New Business

- **Bike trail:** The bike trail plans are moving forward as priority. In the budget, there are resources for white papers. Bob Holsworth, an EC member and managing partner at DecideSmart, has been hired to do a report on the planned bike trails in Virginia (including the Fall Line Trail, the BoAT trail, and the Eastern Shore Trail) to look at a variety of measures assessing the relative value of each of the bike trails.
- **2023 Priorities:** Traditionally, the board at the end of one year sets an agenda for following year. RVA757 Connects should send a survey to the full board/MIC about priorities for 2023 and rate those issues on a scale of 1-5, but also get input from board members about what additional priorities RVA757 Connects should be considering. This would be a good way to get the board engaged by seeking their input. The plan is to draft the survey questionnaire and let the EC look at it first before it is sent the full board/MIC.
- **Adding new parts to RVA757 Connects' territory:** There was discussion about the geographic delineation for the organization. Earlier this year, the RVA description was tweaked to include the Petersburg area. The question was raised that maybe the Eastern Shore should be included in the 757 geographic description. A case in point is that GO Virginia Region 4 includes Petersburg while GO Virginia Region 5 includes the Eastern Shore. This topic will be further advanced in 2023.
- **December Board meeting:** There was a brief discussion about whether to have the December board meeting in person or virtually. The consensus was to keep it virtual to attract more board members to attend. Virtual has become the new normal.

The EC meeting ended at 9:03 a.m.