



Document #3:
Board/MIC Meeting
February 21, 2024, 10 a.m.-Noon
100% via Zoom

Agenda:

Welcome – Theodore L. Chandler Jr., Co-Chair, RVA757 Connects

Consent Agenda – John W. Martin

- Minutes from Nov. 15, 2023 meeting
- Updates on Initiatives
- Committees Updates Report

Our “Why,” 2023 Accomplishments, and 2024 Goals – John W. Martin

Featured Topic: Legislative Matters – Bob Holsworth, Ross Grogg, Chris Llyod, John W. Martin

Adjourn – Thomas R. Frantz, Co-Chair, RVA757 Connects

Welcome:

Theodore L. Chandler, Jr., Co-chair of RVA757 Connects, called the February 21, 2024, Board of Directors/Megaregion Institutional Council (MIC) meeting to order at 10 a.m.

Consent Agenda:

John W. Martin, president and CEO of RVA757 Connects, gave a brief overview of the consent agenda which included the approved minutes for the November 15, 2023 board meeting and documents reviewing updates on RVA757 Connects’ initiatives and committee work.

Mr. Martin encouraged everyone to read the updates on RVA757 Connects’ initiatives and committee work that were included in this meeting’s Board/MIC packet.

RVA757 Connects’ “Why”:

Given that this meeting was the first gathering of the Board and MIC in 2024, John W. Martin gave a quick reminder overview of RVA757 Connects “why” and “how” – why we exist (purpose and mission) and how our strategic plan is guiding our direction.

Highlights from this overview included:

- **Our Purpose:** Improve the economic success and quality of life for everyone in the Richmond area (RVA) and Hampton Roads (757) region.



- **Our Mission:** Identify, support, and advance major opportunities, initiatives, and projects that will meaningfully benefit our communities for generations to come.
- **Our Strategic Plan:** In 2020 with a GO Virginia grant, RVA757 Connects created a research-based strategic plan we call the **RVA757 Connects' Opportunity Study**. The pillars of this plan include:
 - Support the **Growth of four key clusters** – growing industries (jobs builders) that both Hampton Roads and Richmond region are targeting:
 - Life Sciences/Pharmaceutical Manufacturing
 - IT/Data Centers/Digital Network
 - Transportation/Logistics/Supply Chain
 - National Security/Cybersecurity
 - Advance **digital infrastructure** connections (Now called our Global Internet Hub initiative).
 - Advance **physical infrastructure** connections (Thus, our focus on I-64 widening, rail expansion, and the building of multi-use trails)
 - Help grow and retain talent. (Support Hampton Roads Workforce Council and Capital Region Workforce Partnership Consortium. Also, view multi-use trails as a way to help attract and retain young talent.)
 - Drive and showcase greater collaboration and innovation (Our Virtual Innovation Spotlight webinar series)
 - Support economic development partners (VEDP, Hampton Roads Alliance, Greater Richmond Partnership, and all chambers)
 - Keep all stakeholders informed (Our communications program).

2023 Accomplishments:

Mr. Martin gave a quick recap of RVA757 Connects' major accomplishments in 2023.

1. I-64 Gap funding completed and construction started.
2. Moved from planning to implementing the Global Internet Hub Strategic Plan.
3. Held successful 2023 Convergence with record attendees and sponsors.
4. Growing stakeholder partnerships, especially VEDP.
5. Tied into DRPT and Virginia Passenger Rail Authority planning.
6. Part of Rail Advocacy paper.
7. Supported members' initiatives like Jefferson Lab HPDF and Springfield-Franconia Rail By-Pass
8. Created a new RVA757 Connects' website and held 10 Innovation Spotlight webinars
9. Generated a lot of earned media.



10. Advanced our connections – 3,500 database and 400 active followers on LinkedIn

Overall, 2023 was a great year in building the momentum of RVA757 Connects and the I-64 Innovation Corridor. The Board and MIC recognized this, giving the organization a 95% top two box overall satisfaction with the organization.

2024 Goals:

Mr. Martin reviewed RVA757 Connects' agreed-upon goals for 2024 and the process used to arrive at these goals. The approved goals include:

1. **Global Internet Hub:** Accelerate the development of the I-64 Innovation Corridor's digital infrastructure. Implement the Global Internet Hub Strategic Plan. This is the Board/MIC's top ranked priority in RVA757 Connects' year-end 2023 Board/MIC survey.
2. **Key Targeted Industry Clusters:** Continue to build awareness and support the development of the four target industry clusters identified in the RVA757 Connects' Opportunity Study (see above).
3. **Workforce Development:** Through all of RVA757 Connects' work, prioritize workforce development. During the generative session of the last 2023 Board/MIC meeting, a strong consensus was reached that we must integrate workforce development into everything we do. To this end, RVA757 Connects will support the work of the Hampton Roads Workforce Council and the Capital Region Workforce Partnership Consortium, the two organizations that lead our megaregion's workforce development and training ecosystems.
4. **Passenger Rail:** Continue to work with the Department of Rail and Public Transportation, the Virginia Passenger Rail Authority, Virginians for High-Speed Rail, and others to increase passenger rail service between the Richmond region and Hampton Roads, as well as increase service to and from our two markets and other U.S. cities. This includes high-speed rail to Raleigh.
5. **Multi-Use Trails:** Continue to advance the buildout of multi-use trails in the I-64 Innovation Corridor. This includes the Fall Line Trail, Virginia Capital Trail extension from Williamsburg to Virginia Beach (currently called the Birthplace of America Trail or BoAT), and the Eastern Shore Trail.

Mr. Martin also updated the Board/MIC on the PCs for People initiative and the next steps in bringing the nonprofit to the I-64 Innovation Corridor. This includes introducing PCs for People CEO to both RVA and 757 business leaders (as program participants) and foundations (as potential funders). A series of meeting will be scheduled this Spring.

Featured Topic For This Board/MIC Meeting – Legislative Matters:



Bob Holsworth, Ross Grogg, Chris Lloyd, and John W. Martin lead a discussion on legislative matters including RVA757 Connects' legislative agenda, recent outreach efforts, and the composition and work to date of the new 2024 General Assembly.

The Board/MIC directors' questions and discussion centered around concerns about cuts to the state budget, specifically towards economic development, as well as strategies to advance RVA757 Connects' legislative agenda in 2024.

Meeting Adjourned:

Thomas Frantz closed the meeting, reminding everyone of key dates in 2024 and thanking everyone for their ongoing support.

Future key Board/MIC meeting dates:

- **April 23, 2024:** 10 a.m. – noon (virtual) *Note: Date changed*
- **Oct. 3, 2024:** Convergence 2024 – 10 a.m. to 6 p.m. in Williamsburg - *Note the date changed*
- **Nov. 20, 2024:** 10 a.m. – noon (virtual)

This meeting was adjourned at 12:09 p.m.