



Document #2: Executive Committee Meeting Minutes

Wednesday, April 20, 2022

Zoom Meeting: April 20, 2022 – 8:00 am – 9:00 am

Attended: Theodore L. Chandler, Jr., Wilson Flohr, Moses Foster, Thomas R. Frantz, Greg Gilligan, Sarah Jane Kirkland, Aubrey L. Layne, John W. Martin, John F. Reinhart, James Spore, and Laura Robidoux

Absent: Cliff Fleet, Bob Holsworth, Peggy Layne

Agenda Items:

- Approve April 6th Executive Committee Minutes
- Generative Discussion
 - Government Relations – I-64 Gap Project
 - Communications Plan
- GOVA GIH Application
- Quick Updates
 - Nominations Committee
 - Development Committee
 - Financial Update
- Old Business / New Business

Approve April 6th Executive Committee Minutes

The Executive Committee (EC) unanimously approved the April 6th EC meeting minutes.

Generative Discussion

Government Relations – I-64 Gap Project

Our organization is focused on attaining funding for the I-64 Gap Project. The Executive Committee agreed that this is RVA757 Connects' number one priority right now.

Two op-ed pieces have been written by RVA757 Connects:

- The Virginian Pilot – Aubrey L. Layne, Jr.
- Richmond Times-Dispatch – Thomas R. Frantz, Theodore L. Chandler, Jr., John W. Martin.

An RVA757 Connects letter was sent directly to Delegate Barry D. Knight and Senator Janet D. Howell from Thomas R. Frantz, Theodore L. Chandler, Jr., and John W. Martin in support of fully funding the I-64 Gap Project.



Working with VDOT, RVA757 Connects has been requesting letters of support from organizations across multiple sectors: economic development, tourism, hospitality, and more.

The EC recommended additional contacts:

1. Virginia Maritime Association – David C. White, Executive Director
2. Hampton Roads Business Roundtable – Harry T. Lester
3. Virginia Gateway Region – Keith Boswell
4. CMA CGM
5. Apple Hospitality – Glade M. Knight, Executive Chairman; Justin Knight, CEO & Director
6. Busch Gardens – Kevin Lembke, Park President
7. Cruise Ships – Stephen Kirkland
8. AutoZone
9. Kings Dominion
10. Landmark Hotels – Akhil Jain, President

Greg Gilligan, our Communications Director, will be featured on WRVA on April 21st at 9:05 am to share more about the I-64 Gap Project.

Once the General Assembly finalizes the budget, communications will shift toward highlighting the benefits and early successes of the project.

It was suggested that Robert A. Crum of the HRPDC should present the findings related to the I-64 Gap Project to RVA757 Connects' stakeholders to gain additional support.

Next Steps:

- RVA757 Connects will hyper-focus on generating letters of support for both the General Assembly and to support VDOT's grant application.

RVA757 Connects' Communications Plan

The Executive Committee discussed prioritizing the goals in the 2022 Communications Plan (the Plan) and to move these items to the top of the Plan for emphasis. The Plan will continue to be updated and modified throughout the year to support and advance our organization's needs.

The next steps will include engaging the Board of Directors and MIC by showcasing the impact we're making, such as sharing the two op-ed pieces and letters of support for the I-64 Gap Project. In addition, we will share the final GO Virginia I-64 Innovation Corridor Opportunity Report.

Database Updates:

- Greg Gilligan will add his business contacts.
- EC members will send Greg Gilligan their business contacts.
- John Martin will reach out to schedule a Management Roundtable briefing for this year – the MRT would be a robust addition to the database.
- It was recommended to send an informational package to business organizations and economic development partners to learn more about RVA757 Connects and sign up for our mailing list.
- A standard introductory opt-out email will be sent out to new database additions.



Next Steps:

- Identify top five priorities in the Communications Plan and move them up to the top (see below as a starting point).
- Follow through with database updates.
- Schedule MRT update.

2022 Priorities:

1. Raise awareness of RVA757 Connects and the I-64 Innovation Corridor among stakeholders, especially with the Administration, General Assembly, economic development partners, and business community.
2. Demonstrate and advance our value proposition to our supporters to make the case for continued support and engagement.
3. Support and advance the I-64 Gap, Global Internet Hub Strategic Plan, Innovation Spotlight series, and Convergence 2022 (Chamber Trip).
4. Build our communications infrastructure:
 - a. Build the database list to 5,000 people by the end of the year.
 - b. Retool the website homepage to be more dynamic in support of a growing number of active initiatives.
 - c. Ramp up RVA757 Connects' social media voice.
 - d. Maximize the use of the GO Virginia I-64 Innovation Opportunity Report.

GOVA GIH Application

Virginia Beach, leading the GO Virginia grant application for the Global Internet Hub initiative, is asking for \$50K in funding from each region (4 & 5). The required funding match is \$50K. However, \$60K has already been raised, exceeding the match requirement. Another \$60K has been offered in kind.

A meeting is scheduled with the GIH Committee for Wednesday, May 4, when the group will discuss who to include on the Steering Committee. Then, the kickoff meeting for the Steering Committee will be scheduled. More funding is expected from Steering Committee members.

The work group is excited with how this initiative is moving forward.

Next Steps:

- A full Steering Committee schedule will be constructed and shared with the work group.
- Developments in the application process will be shared with the EC.

Quick Updates

Nominations Committee

Moses Foster and John Martin are working on engaging recommended companies with RVA757 Connects.

Awaiting response from:

- Danny Robinson, Chief Creative Officer at The Martin Agency (in process of going over materials).
- CarMax
- Performance Food Group
- Altria



There was a discussion about other organizations who have operations in both markets, who may also be a good fit:

- KPMG
- CarLotz
- Amazon
- Trucking Community (such as Tidewater Motor Truck Association (TMTA))
- Facebook
- Google
- CoStar

Greg Gilligan will work with Moses Foster to connect with some of the suggested recruits. Some of these companies will be asked to join the Steering Committee for the GIH project.

Greg Gilligan is giving a speech about RVA757 Connects and the megaregion (highlighting our mantra of convene, connect, and collaborate) in Williamsburg to a joint session of the manager group from accounting and financial advisory services for BDO's Richmond and Norfolk offices. About 50 people are expected.

Development Committee

Thank you letters for 2021 gifts are in the process of being sent out along with 2022 invoices.

Grant application submissions will be completed next, starting with the reports for 2022 funding. It was suggested to set up a meeting with the community foundations to report the progress we've been making to their boards. Their initial funding helped unlock the potential to our organization.

Next Step:

- 2021 thank you letters and 2022 invoices will continue to go out.
- John Martin will reach out to Debbie DiCroce and Sherrie Armstrong to schedule a time to present to their boards.

Financial Update

We are awaiting the first wave of 2022 funding.

Next Step:

- A financial update will be provided at the next EC meeting.

Old Business / New Business

It was decided to end the meeting on a high note. There is much appreciation for how focused the EC has been since the beginning of RVA757 Connects. An additional congratulations was given to James Spore for his recognition at the 46th Annual Hampton Roads Volunteer Achievement Awards with the Lenora Mathews Lifetime Achievement Award.

It is noted that the meeting ended early at 8:51 am.

Onward!