



## **Executive Committee Meeting Minutes**

April 28, 2021

**Zoom Meeting:** April 28, 2021 – 8:00 am – 9:00 am

**Attended:** Cliff Fleet, Wilson Flohr, Moses Foster, Tom Frantz, Bob Holsworth, Sarah Jane Kirkland, Peggy Layne, John Martin, John Reinhart, Jim Spore, and Laura Robidoux

**Absent:** Ted Chandler

### **Agenda Items:**

1. Approve April 21st EC Minutes
2. Marketing Communications Overview
3. Nominations Committee Discussion
4. Development Committee
5. Old Business/New Business

### **Approve April 21st EC Minutes**

The Executive Committee (EC) unanimously approved the April 21st EC meeting minutes. Wilson Flohr was welcomed enthusiastically as a new Executive Committee member.

### **Marketing Communications Overview**

John Martin shared the communications email and content that will be delivered to the full Board/MIC in the immediate future. This email contains access to marketing communications materials – marketing communications plan, new website, e-newsletter, interview videos, PowerPoint deck, business cards, and letterhead.

The Executive Committee agreed that the RVA757 Connects' marketing materials are very professional and are ready to be shared with Directors and MIC members.

All attendees were asked to sign up for all communications to personally experience the rollout as it happens. This call to action will be included in the email sent to the Board and MIC. The EC recommended including the VEDP and other economic development organizations on a preliminary review to keep everyone up to date.



It was suggested to attach Word docs or PDF files instead of including SharePoint links, and to explore having a RVA757 Connects spokesperson as the interviewer featured in the videos.

#### Next Steps:

- John Martin will ask permission to use previously acquired email lists to recruit people to the RVA757 Connects' database to receive ongoing marketing communications. An "opt in" method will be deployed.
- Laura will update all marketing materials and add "sign up" in the email.
- John Martin will reach out to VEDP, the Alliance, and Greater Richmond Partnership to share the RVA757 Connects communications materials in advance of the rollout.
- The Greater Washington Partnership (GWP) will be contacted to share organizational priorities and discuss collaborative opportunities.

#### **Nominations Committee Discussion**

Sarah Jane and Moses updated everyone on the Board Nomination process.

A general discussion was held about nominations, including the consideration of universities and colleges. It was decided to invite 2 or 3 HBCU presidents and 1 VCCS leader onto the Board at this time. The university presidents will be invited to attend an Executive Committee meeting as an introduction. Eventually, the education leaders on the Board may be invited to roll into the new RVA757 Connects' Education Council which will be created in 2022.

The Executive Committee also discussed adding future members to the board based on business growth in the area. For instance, Amazon is building multiple warehouses near Richmond and in the 757.

#### Next Step:

- Sarah Jane and Moses will share their final list of board candidates in next week's EC meeting.

#### **Development Committee**

Jim Kibler and Mitch Haddon agreed to chair the Development Committee.

It was agreed that a meeting will be scheduled for Ted and Tom to charge Jim and Mitch.

John Martin reviewed the fundraising materials that are being created. These include:

- 5-page overview letter (introduction and ask)
- No more than 20-pg PPT deck that is an overview of RVA757 Connects
- 1-pager for pledge steps (process)

John reminded all Executive Committee members to make their pledge for 3 years.



#### Next Steps:

- Set up meeting with Ted, Tom, John, Jim, and Mitch to discuss responsibilities.
- Create draft materials for next Wednesday's EC meeting.

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

##### Future meetings:

There will be several in-person RVA757 Connects Board meetings in 2021. We will need to plan ahead for interpersonal interactions between board directors and MIC members. It was decided to send a separate email detailing upcoming events and informing them of calendar invitations in advance.

John Martin provided an update on next steps with key priorities:

- I-64 Gap: John Martin is working with other organizations to make an appeal to the Secretary of Transportation.
- Passenger Rail: John Martin and Robbyn Gayer will meet with Jim Spore.
- Capital Trail: John Martin and Cliff Fleet will support Bob Crum and the groups advancing the extension of the Capital Trail. A detailed plan will be shared at a future EC meeting.
- Ted, Tom, and John will brief gubernatorial candidates.

#### Next Steps:

- Laura will send calendar invitations to all Board/MIC members after they receive an email to confirm these Board meeting dates.
- A Passenger Rail meeting will be scheduled with Jim Spore and Robbyn Gayer.
- Meetings will be scheduled with gubernatorial candidates.

#### **New EC Member:**

The Executive Committee unanimously approved Wilson's inclusion on the EC.