

Document #2:

## Executive Committee April 6, 2022 Meeting Minutes

**Zoom Meeting:** April 6, 2022 – 8:00 am – 9:00 am

**Attended:** Wilson Flohr, Thomas R. Frantz, Greg Gilligan, Sarah Jane Kirkland, Peggy Layne, John W. Martin, John F. Reinhart, James Spore, and Laura Robidoux

**Absent:** Theodore L. Chandler, Jr., Cliff Fleet, Bob Holsworth, Aubrey L. Layne, Jr.

### Agenda Items:

- Approve March 9<sup>th</sup> Executive Committee Minutes
- March 29<sup>th</sup> Board/MIC meeting Recap
  - Overall Assessment
  - Approve Meeting Minutes
  - Highlights from the Governor
  - Review Breakout Session Notes
- Quick Updates
  - Financial Update
  - Development Update
  - Nominations Committee Update
  - Virtual Innovation Spotlights Update – 2022-2023 Season
  - Convergence 2022 Planning Direction Outline
  - Global Internet Hub Strategic Plan Update
- Communication Plan Review & Discussion
- Old Business / New Business

### Approve March 9<sup>th</sup> Executive Committee Minutes:

The Executive Committee (EC) unanimously approved the March 9th EC meeting minutes.

### March 29<sup>th</sup> Board/MIC Meeting Recap:

There was a discussion on the success of the March 29 Board/MIC meeting. Highlights included:

- It was well managed.
- Attendance was high.
- Breakout sessions felt compressed with having two major topics to discuss.
- Governor's appearance was terrific.

The EC approved the Board/MIC meeting minutes and the Breakout Session Notes.

Next Step:

- A post-meeting packet will be sent to the Board/MIC: Minutes – parts A and B, Breakout Sessions Notes, and the latest on I-64 Gap – Update and Next Steps Packet.



### **I-64 Gap Project:**

A general discussion was held on the I-64 Gap Project. Highlights included:

- Positioning:
  - There were several suggested names for the 29-mile stretch of I-64, such as the I-64 Corridor Opportunity Barrier or Accelerator. The goal is to unify the Corridor.  
  
(Post-EC meeting Note: The final name, created by RVA757Connects and SIR, is the I-64 Opportunity Connector. This name was enthusiastically approved by VDOT).
- Key Audiences:
  - Elected officials should be the primary audience right now.
  - There was a general discussion on how to gain the business community's support. Specific businesses who will directly benefit from the I-64 widening will be contacted and encouraged to call their state level officials.
  - It was suggested to start informing the general public of this project once support of the legislature is gained. The general public will require a message to suit their needs and interests.
- It was agreed that this is the "golden minute" as the General Assembly is working on finalizing the 2022-2024 budget.

John Martin assured the EC that the RVA757 Connects staff is hyper-focused on this topic right now.

Next Steps:

- Op Ed pieces for the Virginian Pilot and Richmond Times-Dispatch will be created.
- A target list of supporter groups will be shared with the EC.
- The EC members will continue to provide RVA757 Connects' staff with additional recommendations.

### **Global Internet Hub:**

A general discussion was held on the variety of Board/MIC responses about the Global Internet Hub (GIH) Strategic Plan initiative. One that stood out was the need for greater clarity around the "why" – *why is this initiative important?*

Suggestions on who to include on the Strategic Plan Steering Committee were discussed. It was agreed the Steering Committee will involve leaders of various initiatives – the fiber ring, deep-sea cable owners, business leaders whose industries would clearly benefit, and educational institutions like ODU, VCU, W&M. In summary, we need to create an association with all end points and everything in between.

The Governor's administration is ready to support this project.

John Martin provided a status update on the GO Virginia grant applications.

Next Steps:

- The GIH Work Group will meet one last time to formulate a list on who to invite on the Steering Committee. The Steering Committee will be launched in the subsequent meeting.
- RVA757 Connects staff will continue to pursue regions 4 and 5 GO Virginia grant funding.
- John Martin will reach out to the Secretary of Commerce.



### Quick Updates:

- Financial Update:

Thank you letters for 2021 gifts and pledge invoices for 2022 are being sent. The largest pledges are being prioritized.

- Development Update:

It was agreed to invite Martin A. Joseph to serve as the 757 co-chair of this Committee. Martin has been an exceptional leader on the Development Committee.

Next Step:

- John Martin will inform Mitch Hadden, and together they will invite Martin to serve in this expanded role.

- Executive Committee Meeting Structure:

It was agreed the Development Committee co-chairs, Government Relations co-chairs, and MIC co-chairs will be asked to make regular appearances at the bi-weekly EC meetings. A rotating order will be established.

Next Step:

- Create the rotation order and invite the co-chairs.

- Nominations Committee Update:

John Martin provided a general update on recruitment progress. He and Moses Foster are reaching out to the remaining large companies in RVA region.

John Martin invited Danny Plaugher, Executive Director of Virginians for High-Speed Rail, to join the MIC. He accepted our invitation.

A planning meeting will be scheduled with Danny Plaugher, Jim Spore, Robbyn Gayer, and RVA757 Connects' staff.

Next Step:

- Schedule the passenger rail planning meeting.
- Continue to recruit RVA directors.

- Convergence 2022 Planning Update:

The EC reviewed the planning outline and approved the general theme and direction of Convergence 2022. The content will prioritize RVA757 Connects' key topics and priorities: The four target cluster areas, Global Internet Hub, I-64 Gap Project, passenger rail, and Virginia Capital Trail (BoAT).

The EC will be updated as plans are finalized with the Chambers.



- Virtual Innovation Spotlights 2022 Season Update:

A general discussion was held on Innovation Spotlight series. Highlights included:

- A rhythm has been established.
- The content has been great to date.
- The content theme will continue to prioritize RVA757 Connects key topics and priorities.
- We need to increase attendance by building up RVA757 Connects' database.
- The events will continue to be recorded and posted on the website.
- We will continue to study operational considerations. This includes branding and time frame allotment (45 versus 60 minutes).

**2022 Communication Plan Review & Discussion:**

The remainder of the EC meeting was focused on RVA757 Connects' 2022 communications, the primary focus for our new Communications Director. A comprehensive draft 2022 Communications Plan (the Plan) was provided to the EC prior to this meeting. Highlights of the discussion:

- Building the database is a primary goal.
- We must strive to meet more often with state and regional EDOs.
- John Martin noted the Plan is very aggressive and we need to establish priorities. To this end, the Plan will be revisited and discussed further at the next EC meeting.
- John Reinhart suggested reaching out to Colliers International to ask them to highlight growth and development in the megaregion. It is a company who sees the synergies of both markets operating as a megaregion. Colliers could be a future Innovation Spotlight topic or part of the Convergence 2022 agenda.

**Next Step:**

- EC members will spend more time re-reading the 2022 Communications Plan. The next EC meeting will devote time to:
  - Establishing 2022 communications priorities.
  - Process for building the database.
  - Approving the Plan.