

## Document #2: Executive Committee Meeting Minutes

August 25, 2021

**Zoom Meeting:** August 25, 2021 – 8:00 am – 9:00 am

**Attended:** Wilson Flohr, Moses Foster, Thomas R. Frantz, Bob Holsworth, Sarah Jane Kirkland, Peggy Layne, John W. Martin, John F. Reinhart, and Laura Robidoux

**Absent:** Theodore L. Chandler, Jr., Cliff Fleet, James Spore

### Agenda Items:

1. Approve August 11th EC Minutes
2. Development / Fundraising Update
3. Nominations Update
4. Marketing Communications Update
5. Update on GOVA Grants 2022
6. Update on I-64 Gap Project
7. Preliminary Agenda for Sept. 15 Board/MIC meeting
8. Input on Convergence 2021 – October 27 Event
9. Old Business/New Business

### Approve August 11th EC Minutes

The Executive Committee (EC) unanimously approved the August 11th EC meeting minutes.

### Development / Fundraising Update

John Martin shared that the Development Committee Chart has been reconfigured in a new format that more accurately distinguishes funders based on their business, nonprofit, or educational institution affiliations.

Laura Robidoux shared a visual of the current cash position based on 2021 funding. The total does not include funders that have not yet been contacted.



#### Next Step:

- The Executive Committee will work to reach out to their assigned contacts and report back to Laura Robidoux.

#### **Nominations Update**

The Executive Committee reported back about their meeting with Brian Hemphill and his enthusiastic acceptance to be on the Board of Directors.

They held a vote on new nominees to invite with unanimous approval: Greg Garrett, Woody Fowler, Maurice Jones, and Alan Witt.

#### Next Steps:

- Laura Robidoux will send contact information to Nominations Committee so they may provide outreach communications to new recruits.

#### **Marketing Communications Update**

Moses Foster provided a general update on the Marketing Communications launch. The first newsletter was sent to 290 community and business leaders, a blog about the BoAT / Virginia Capital Trail was posted, and Bob Blue's video about the offshore wind initiative was featured on the website. The current email list has a high-quality caliber of recipients, and the EC discussed methods of expanding the list to include more business leaders.

The Executive Committee responded with positive feedback about the quality of the communications and provided the following additional suggestions:

- Build the business list from EC contacts.
- Approach CIVIC, Chambers, and economic entities to ask members to sign up for the Newsletter.
- Contact VEDP to see if their magazine can do a story on RVA757 Connects.
- Ask our MIC members to link to our social media.

There will be a meeting with West Cary Group next week to discuss the development of the GOVA I-64 Talent Pipeline Study reports.

Marketing Communications will continue to be revisited at future meetings.

#### Next Steps:



- Moses will update the Executive Committee on progress.

### **Update on GOVA Grants 2022**

During the last meeting, John Martin presented six GOVA grant opportunities and the top three project options to pursue: Apprenticeships, Opportunity Industry Clusters (OIC), and Becoming a Global Internet Hub (GIH). For two grants (OIC & GIH), John shared that all partner organizations have been contacted and have expressed interest in being part of these projects. The Apprenticeships' grant will take more coordination among grant partners and will be submitted in 2022.

As priorities are pursued, the role of RVA757 Connects will support these grants, rather than lead them.

#### Next Step:

- RVA757 Connects will organize and submit the first two grants.

### **Update on I-64 Gap Project**

The I-64 Gap Project made the list of priorities, but it is located in the lower third of the list. This is going to be a long-term venture, and it requires a push on all fronts. The Executive Committee discussed the structure of Smart Scale and how the score is impacted by regional, safety, and economic development elements.

The EC suggested reaching out to prominent CTB and government officials to hold a meeting with business leaders who can advocate for the importance of this project. They also discussed the necessity of reaching out once again to gubernatorial candidates.

#### Next Steps:

- John Martin will reach out to CTB members and the Office of the Secretary of Transportation to discuss how to move forward with the I-64 Gap Project.
- John will also contact the State Chamber to see if this is on their priority list.

### **Preliminary Agenda for Sept. 15 Board/MIC Meeting**

The EC reviewed the first draft of the meeting Agenda and discussed which topics are of utmost importance as a primary focus. They reviewed the variety of speakers who will supplement the meeting's presentations. Additional topic suggestions were shared to the group.

The EC discussed the possibility that the meeting should be shifted to Zoom instead of hosting it in person. They suggested checking in-person meeting policies and monitoring the overall climate before committing to either option.



Next Steps:

- John Martin will start pulling meeting content together.

**Input on Convergence 2021 – October 27 Event + Global Internet Event**

A meeting has been scheduled with the Chambers to discuss Convergence 2021, which could become an annual megaregion event. In addition, Sarah Jane Kirkland and John Martin have begun meeting regularly to plan the RVA757 Connects-CIVIC Global Internet Hub Webinar. The EC shared ideas for speaking candidates for both events, including leaders from the Cascadia megaregion, Marseilles (global internet hub), or Facebook (Henrico data center).

Next Step:

- John Martin & Laura Robidoux will work on tracking down contact information for speaker candidates.

**Old Business/New Business**

John Reinhart provided updates on the Virginia Port Authority leadership's involvement with RVA757 Connects. They will reach out to Sarah Jane Kirkland and John Martin.

The EC recommended digging into the megaregion's census data. A greater understanding of Richmond's and Hampton Roads' growth and demographic changes could prove to be helpful with future initiatives.

Next Step:

- Census data analysis will be added to the list of additional priorities for 2021 and/or 2022.