



## February 3, 2021 Executive Committee Meeting Minutes

February 8, 2021

**Zoom Meeting:** February 3, 2021 – 8:00am-9:00am

**Attended:** Ted Chandler, Cliff Fleet, Moses Foster, Tom Frantz, Bob Holsworth, Sarah Jane Kirkland, John Martin, John Reinhart, Jim Spore, Laura Robidoux

**Absent:** Peggy Layne

### **Agenda Items:**

- 1) January 20th EC Meeting Minutes
- 2) January 27, 2021 Board & MIC Zoom meeting – discuss outcomes
- 3) Board & MIC Recruitment – discuss next steps
- 4) Fundraising – discuss next steps (Note question on meeting follow-up survey outline)
- 5) Miscellaneous Updates
  - Virginia Capital Trail Meeting with CAOs
  - GOVA Research Council
  - School of Public Health
- 6) Optimal Schedule (day/time) for Weekly Meetings
- 7) Old Business / New Business

### **January 20<sup>th</sup> EC Meeting Minutes:**

Executive Committee unanimously approved the January 20, 2021 Meeting Minutes.

### **January 27, 2021 Board & MIC Zoom Meeting Recap:**

There was a general consensus that the January 27<sup>th</sup> Board/MIC meeting was a big success. The EC reviewed general takeaways from meeting.

- We need to correct the misconception of being a marketing agent for the megaregion outside of the megaregion.
- Our priorities seemed to be aligned with our trustees'/MIC members' direction.
- The organizational structure of the Board and MIC was a hit, too.
- Automatic movement of breakout sessions worked well and made transitions effortless.
- On time meeting schedule was key.

- Legislative agenda is innately embedded in the priority list and is not overtly stated. However, there is a need to start mapping out plans for the Legislative Agenda next year.

There was some question about who attended. Overall, attendance was very high. Nearly all invitees attended, including partial attendance from those who had originally declined due to meeting conflicts. Almost all who declined strictly did so for scheduling conflicts – they expressed their desire for follow-up information and to attend the next meetings.

It was agreed the follow-up to the meeting would include:

- Link to a short online survey – An outline was approved.
- Meeting notes (including condense breakout session notes) – To be approved by EC in upcoming meeting.
- Future meeting dates – Laura will check with EC and the Chambers for any major conflicts.

Next Steps:

- Laura will provide an update on general meeting and breakout attendance.
- SIR will program the survey and share it first with EC members.
- Laura will prepare meeting minutes.

### **Future Meetings:**

A discussion was held on Future Board/MIC Meeting dates:

- The EC envisions three meetings a year plus the annual Chambers' Convergence meeting featuring RVA-757 Connects.
- The EC decided to keep the Chamber date strictly for the chamber with no additional meetings. Early October is a highly likely timeframe for the Convergence date.
- Two more Board Meetings need to be scheduled – Spring and late fall.
  - Doodle Poll EC to determine next two Board meetings.
  - Add 10 am - 12pm (noon) as another alternate time.

Next Steps:

- Laura will create a Doodle Poll for EC members to decide next two Board/MIC meeting dates.

### **Board & MIC Recruitment:**

We need to develop a process to finish Board recruitment and determine what criteria to focus on. This will include a matrix to assess key factors for Board candidates. Potential criteria includes: creativity, diversity, Next Gen, R&D, health sciences.

It was suggested to leave a few seats unfilled in case someone is a good fit mid-year. We also want to keep primary funders engaged as honorary Board members.

It was agreed that all major educational institutions will be asked to join the new RVA-757 Connects' Higher Educational Council (we will not call this the HEC) and this would group will operate much like the MIC. A list of potential members will be generated.

We need to reach out to third-party sources to help fill this list. This includes CIVIC, Leadership Metro Richmond, Gil Bland, Top 40 Under 40 lists, and other sources.

#### Next Steps

- Laura/John will create a spreadsheet for recruitment purposes - potential candidates and a system of reviewing candidates.
- At the next EC meeting, a process will be finalized to select and reach out to candidates.
- Laura and John will reach out to third parties.

#### **Fundraising:**

John explained that fundraising for 2021 should be viewed in three waves:

Wave IA: Immediately approach all 2020 funders to re-up - February.

- Jim Ukrop - \$50k pledge – ask to make now to help unlock HR Community Foundation
  - VA Natural Gas – another gift (\$25k?)
  - LifeNet will give \$10K in 2<sup>nd</sup> Quarter
  - HR Community Foundation - \$100K
  - Community Foundation for a greater Richmond – TBD\*
- \* We need to match HR Community Foundation's gift with \$100,000 from RVA sources*

Wave IB: Immediately approach companies we have asked for support- February 2021.

- COX
- Dominion

Wave II: Through the follow-up survey to the Jan. 27 meeting invitees/attendees, ask Trustees to “raise their hand” if they would like to be contacted about financially supporting RVA-757 Connects. Follow-up immediately – March 2021.

Wave III: Approach all remaining companies who should support RVA-757 Connects – April - June 2021.

The 2021 fundraising goal is \$250,000 over existing funds and committed funds (above list) – new funds.

#### Next Steps:

- Laura and John will orchestrate Phase I.
- We will report survey findings and assign EC members to follow up with key prospects (who raised their hand to give).

### **Miscellaneous Quick Updates:**

John gave quick updates on the following:

- Virginia Capital Trail: John reported on a Virginia Capital Trail discussion with city managers from the Peninsula area of Hampton Roads. This group enthusiastically welcomes RVA-757 Connects support. Next Step: John and Cliff will create a recommended plan to provide support.
- GOVA Research Council: Everyone is very enthused. The Research Council is coming together. They agreed to meet every two weeks. This group is comprised of a working group of researchers, but we also plan to involve a secondary group of stakeholders of report users who will meet once a month. The final GO Virginia contract was signed. Next Step: We will periodically keep the EC up to date.
- School of Public Health – RVA & 757: Dr. Rao has asked for support of this concept. Next Step: We will set up a follow-up meeting.
- Marketing Communications: Marketing Communications will now have regular updates in future meetings.

### **Optimal Schedule (day/time) for Weekly Meetings:**

The committee decided to keep EC meetings on Wednesdays at 8 am.

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

John shared that one-page action plans will be created for each priority area to serve as our 2021 scope of work – how we are addressing each priority.

The EC discussed the benefit of having other sub-committees to help push initiatives forward. This could include a nominating committee, marketing committee, T&G committee, etc. It was agreed that it is too early in the organization's life as a 501c3 to do so. However, all EC members expressed that at this time, we must continue to be very efficient with weekly meeting time commitments and work outside of the meetings.