



## January 12, 2021 Executive Committee Meeting Minutes

**Zoom Meeting:** January 12, 2021 – 9:00am-10:00am

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

**Absent:** John Reinhart

### **Agenda Items:**

- Approve January 5, 2021 Executive Committee (EC) Minutes – attachment
- Planning for January 27<sup>th</sup> Board Meeting –attachment
- 2021 Budget Review –attachment
- Board and MIC Composition Ongoing Discussion
- Finalize EC Weekly Meeting Day/Time – Laura
- Old Business/New Business
  - Update – Presentation given to GNC Board Meeting 01-07-21
  - Next EC Meeting – Focus on Communications Planning

### **Approve January 5, 2021 EC Minutes:**

The EC voted and approved January 5, 2021 Meeting Minutes.

### **Planning for January 27<sup>th</sup> Board Meeting:**

A general discussion was held on planning for the Board & MIC meeting on January 27<sup>th</sup>. The related planning document was reviewed.

The EC discussed what potential RVA-757 Connects' board members know about the organization. It was agreed that new board members have a range of awareness and familiarity of where RVA-757 Connects is as an organization at this point in time. It was pointed out that most new board members have been receiving update letters to keep them informed of the organization's evolution.

It was agreed:

- The January 27<sup>th</sup> Board meeting should focus on member education, reinforcing the “why” and general updates.
- Board members should be able to walk away with an understanding what RVA-757 is about – have a short elevator pitch.

- The generative breakout session for the second half of the meeting will be included.
  - Goal of Breakout sessions: Brainstorm potential additional areas of focus.
  - Members will be pre-programmed in Zoom so they automatically move to their assigned subgroup (5 to 8 people).
  - We will send out an Excel spreadsheet with grouping assignments prior to the Board meeting.
  - EC members will serve as breakout session leaders.
  - The breakout session will be recorded by each EC member or the EC member will take notes.
  - All input will be provided to the Executive Committee.
  - A final recap report, approved by the EC, will be shared with the board.
- The overall meeting will end with a 5-minute return to the full meeting. Sarah Jane Kirkland will assist in orchestrating the Zoom meeting / breakout sessions.
- The meeting agenda and related content will include a recap of decisions made to date by the current board – the 10 EC members. We will not ask the expanded board to make any decisions in this Zoom call, which will be their first meeting. We will brief the new board on decisions made up to the last meeting prior to the January 27<sup>th</sup> meeting.
- The January 27<sup>th</sup> agenda direction was approved with minor tweaks.

It was agreed that new board members who are still being recruited will need to be brought up to speed quickly. The EC discussed hosting a separate orientation meeting to facilitate the onboarding process for new board members.

#### Next Steps:

- Laura will send out a Zoom call number and preliminary agenda with some key attachments and meeting goals.
- Laura will set up an RSVP process for the meeting.
- As RSVPs come in, we will assign board members to breakout rooms.
- We will send breakout room assignments to board members just prior to the meeting with the final agenda.
- The next EC meeting will focus on communications and governance issues related to the board meeting.
- John and Moses will create an overview sheet for the board members that outlines key messaging for the organization.

#### **2021 Budget Review:**

John gave a general overview of the 2021 budget.

The budget shows booked funding and anticipated expenses to date for 2021. John mentioned very minor interest earned will be added to report version #2 (the next draft) and that our intended accounting firm, PBMares, may suggest a different format for the GOVirginia grant.

The additional priority areas identified in the January 27<sup>th</sup> board meeting and approved by the EC in early February will serve as a case for 2021-related fundraising.

Without a vote, conceptually, the 2021 budget report #1 was approved as the initial direction.

Next Steps:

- Add 2020 interest to 2020 Carry-over Funding to 2021.
- Engage PBMares for final 2020 year-end and 2021 accounting support.

**Additional Topic – Overarching Organizational Purpose:**

A general discussion was held on RVA-757 Connects' mission and value proposition.

Highlights of this discussion included:

- We are connectors.
- We showcase and inspire collaboration.
- We support and advance specific projects that improve the economy and quality of life across the megaregion.
- We work with partners to make a difference.
- We must show how we make a difference.
- We take credit for where we are involved (not just report on matters).

Sarah Jane reviewed CIVIC's collaboration with RVA-757 Connects on advancing the benefits of offshore cables to the entire megaregion.

The Virginia Capital Trail project will be included as one of our primary focus areas.

Next Steps:

- John will focus areas and next steps in the communications message document to make sure all board members know what areas we are currently focused on and how so.

**Board and MIC Composition Ongoing Discussion**

There was not enough time to discuss this topic. The discussion will resume during the next EC meeting.

**Finalize EC Weekly Meeting Day/Time**

Everyone agreed to continue using Zoom for the immediate EC meeting.

As everyone's 9-5 schedule is so busy, it was agreed to hold future EC meetings on Wednesdays at 8:00 a.m.

Next Step:

- Laura will set up Zoom meetings for the upcoming EC meetings.

**Old Business/New Business:**

- Update – Presentation given to GNC Board Meeting 01-07-21
- Next EC Meeting – Focus on Communications Planning