



**January 27, 2021 RVA-757 Connects Board of Directors  
& Megaregion Institutional Committee (MIC)  
Zoom Meeting 12 p.m. to 2 p.m.**

- Welcome and Meeting Goals – Tom Frantz 5 Minutes
- RVA-757 Connects – *Now More Than Ever* – John Martin 10 Minutes
- Our Work and Our Resources – John Martin 20 Minutes
  - RVA-757 Connects’ 2021 Scope of Work
  - 2021 Base Level Budget
  - Your Role and How We Will Support You
- Marketing Communications – John Martin & Moses Foster 15 Minutes
  - Communications Plan
  - Review Positioning
  - Review branding assets
  - Review updated website
- GoVirginia Grant Overview – John Martin 10 Minutes
  - Overview
  - Deliverables
  - Research Council Composition
  - Schedule
- Board & MIC Recruitment Update – Ted Chandler 10 Minutes
  - Board and MIC Strategy
  - Immediate Next Steps
- Where We Are Headed – Small Group Breakout Sessions 45 Minutes
  - Discuss topics listed below
  - Provide directional input for RVA-757 Connects’ future
- Meeting Wrap-up – Tom Frantz 5 Minutes

**Topics to Address in the Small Breakout Group Sessions**

- What’s the headline you hope to see about RVA-757 Connects in a Virginia Business January **2030** cover story on our organization?
- List the top three strengths and weaknesses of the RVA-757 Connects. (Internal – related to the organization’s operations, leadership, structure, members, finances, etc.)
- List the top three opportunities and threats facing the RVA-757 Connects. (External – related to the environment in which we operate, stakeholders, etc.)
- Help us prioritize the 2021 initiatives discussed today.
- Finally, is there one RVA-757 Connects’ initiative that you would like to actively support?