



June 9, 2021 RVA757 Connects' Board & Megaregion Institutional Council (MIC) Zoom Meeting Minutes

2 p.m. - to - 4 p.m.

Agenda:

- Welcome
- RVA757 Connects Priorities Update
- Nominations Committee Report
- Communications Update: How You Can Advance Our Message
- Development Committee Report
- GO Virginia I-64 Innovation Corridor Talent Study – Today & Tomorrow
- Breakout Session
- Regroup and Thank You

Welcome

Theodore L. Chandler, Jr. called the June 9, 2021 RVA757 Connects Board-MIC meeting to order.

Mr. Chandler welcomed the entire Board of Directors and Megaregion Institutional Council (MIC) members.

Mr. Chandler requested the full Board's ratification of the Executive Committee's ongoing actions on behalf the Board. This includes recruiting new Board Directors, Board Minutes, and the general work of RVA757 Connects. Unanimous ratification was received and is duly recorded.

Mr. Chandler also shared the RVA757 Connects' operational structure today (2021) and tomorrow (2022 and beyond). Currently, the organizational make-up includes a Board of Directors, internal board committees – Executive Committee, Nomination Committee, and Development Committee – and the Megaregion Institutional Council (MIC). In 2022, an Education Council and Innovation Council will be added.

RVA757 Connects Priorities Update

John W. Martin shared updates on RVA757 Connects' board-approved priority areas:

1. **Run our 501(c)(3)** – O&D Insurance has been acquired for the Board and Conflict of Interest forms have been completed by the Executive Committee. RVA757 Connects filed its 990-tax form for 2020. These documents can be found on the website – bottom of homepage under "DOCUMENTS."
2. **Create and advance our megaregion's brand** – The Marketing Communications Plan is underway. The RVA757 Connects and I-64 Innovation Corridor brands have been created and



are now showcased on the RVA757 Connects' website (www.rva757Connects.com), PPT deck, letterhead, videos, and e-newsletters.

3. **Support our Directors and Members' innovation initiatives** – Coastal Virginia Offshore Wind Industry is taking off, and it is being shared in RVA757 Connects' first e-newsletter and video interview with Robert Blue.
4. **Implement the GO Virginia I-64 Innovation Corridor Talent Pipeline Study** – The I-64 Innovation Corridor Talent Study is underway. We are currently in the second half of the study's process. This includes work on:
 - Mining pre-existing studies, reports, and active third-party research
 - Conducting primary research
 - Identifying major insights and implications

Two reports will be delivered. Report #1: Profile the I-64 Innovation Corridor's industries and talent pool today. Report #2: Identify the I-64 Innovation Corridor's industries and talent opportunities of tomorrow. Based on these two reports, RVA757 Connects will seek an additional grant from GOVA to support the next steps in ensuring the I-64 Innovation Corridor becomes even more competitive in the future.

5. **Accelerate the understanding of digital connections between RVA and 757** – The I-64 Innovation Corridor is on its way in becoming a Global Internet Hub. RVA757 Connects and CIVIC are co-hosting a Virtual Forum on October 1st from 11:30 am to 1:00 pm on this topic. We plan to get a white paper on this topic out to everyone in advance.
6. **Increase R&D collaboration** – RVA757 Connects seeks to help VCU Engineering School advance collaboration among all Virginia Universities and Colleges on their C4 cloud computing initiative that will support #5 above.
7. **Support the completion of the Virginia Capital Trail** – Momentum is building to extend the Virginia Capital Trail from Williamsburg to Fort Monroe. Regional efforts have been made to request funding support from multiple sources. RVA757 Connects has been supporting HRPDC's efforts on this initiative.
8. **Remove barriers to increase passenger rail service** – Virginia Rail Authority and Virginia's \$3.7 billion deal with CSX are accelerating rail in Virginia. RVA757 Connects will continue to identify ways to support this increasing momentum.
9. **Advocate for I-64 widening (29-mile gap from RIC to Williamsburg)** - RVA757 Connects prepared and sent a comprehensive letter to Secretary Valentine advocating for the I-64 Gap Project. All Commonwealth Transportation Board (CTB) members and state-level elected officials from RVA and the 757 were copied. Secretary Valentine responded, *"We understand that expanding the capacity and reliability of the corridor is an investment in commerce, workforce development, and economic competitiveness of the Richmond-Hampton Roads megaregion and our Commonwealth. We are committed to identifying every option and are grateful for your partnership."*



RVA757 Connects is working with other organizations to advance similar messages.

10. **Remain open to opportunities as they emerge** - Jefferson Lab is working with Department of Energy to establish a world-leading computational facility located at Jefferson Lab.

Stuart Henderson, Director of Jefferson Lab, will let us know when RVA757 Connects can lend its support.

Nominations Committee Report

Sarah Jane Kirkland and Moses Foster shared developments on the recruitment of new Directors.

The organization expanded from 10 to 42 Directors in early 2021. Today, 11 additional (new) Directors were approved to join the Board by the Executive Committee.

New Directors include:

- Monique Adams, Executive Director, 757 Angels
- Javaune Adams-Gaston, President, Norfolk State University
- Robby Demeria, Chief of Staff, Phlow Corporation
- Glenn DuBois, Chancellor, Virginia's Community Colleges (VCCS)
- Stephen A. Edwards, CEO & Executive Director, The Port of Virginia
- Taylor Franklin, Chief Operating Officer, The Franklin Johnston Group
- Stuart Henderson, Director, Jefferson Lab
- Lisa Howard, President/CEO, E3: Elevate Early Education
- Harvey L. Johnson, Partner & CEO, PBMares
- Jim Kibler, Founder, CEO and Managing Member, Next Paradigm Advisors LLC
- Bruce Thompson, CEO, Gold Key / PHR

As the structure expands in 2022 (adding the Education and Innovation Councils), our organization will grow more diverse.

An RVA757 Connects' New Director Orientation meeting will be held on July 1 from 7:45 am to 8:45 am. While this session is intended for new Directors, all Directors and MIC members are invited.

Communications Update: How You Can Advance Our Message

Moses Foster gave an update on the Marketing Communications program for RVA757 Connects. Moses shared a "to do" list for all Directors and MIC members that will help our marketing communications efforts: 1) provide innovation stories; 2) help build our database; 3) link to and "like" our social media pages.



Development Committee Report

Mitch Hadden and Jim Kibler introduced the Development Committee, its members, and the committee's purpose. The goal is to raise \$500K in total for 2021 with 100% participation and become self-sustaining through multi-year (3-year) funding commitments. All BOD and MIC members will be approached over the summer. An update report will be given at the next Board/MIC meeting on September 15, 2021.

Our sincere appreciation was expressed for all funders to date.

GO Virginia I-64 Innovation Corridor Talent Study – Today & Tomorrow

Wilson H. Flohr, Jr. gave a general overview of GO Virginia and how the organization supports regions working together the way RVA757 Connects is doing through the I-64 Innovation Corridor Talent Study.

John W. Martin presented a broad overview of the I-64 Innovation Corridor Talent Study – goals, timeline, and five key findings. Findings included:

1. We are not growing as fast as other regions.
2. Combining RVA-757 labor markets puts us in another league.
3. While our industry and occupation mix are diverse, we have limited advantages over other regions. (Shipbuilding, business management, government, national security, architectural/engineering, financial, and tourism.)
4. Our megaregion's growth opportunities may center on target clusters.
 - a. National Security / Cyber Security
 - b. Pharmaceutical Manufacturing & Life Sciences
 - c. Logistics / Distribution / Supply Chain
 - d. Data Centers / Digital Network
5. We have a talent retention challenge.

Breakout Session

All Board Directors and MIC members were separated into four Breakout Session groups to discuss the following topics:

1. Comments and suggestions on today's meeting content:
 - What's working best so far? Create a quick list, limit discussion.
 - Where do we need more attention? Create a quick list, limit discussion.
 - Discussion: Size of Board of Directors and future role of Innovation Council and Higher Education Council.
 - Board: 75 seats – Approximately 35 senior leaders from each market.



- MIC – Megaregion Institutional Council – chambers, community foundations, planning district commissions, workforce councils, economic development agencies, business roundtables, etc.
- Innovation Council (starts in 2022): Up to 125 creative, very diverse individuals who identify topics and ways to advance our megaregion. Provides input to Board.
- Education Council (starts in 2022): The I-64 Innovation Corridor’s institutions of higher education. This group identifies topics and ways to increase collaboration that advances our megaregion. Provides input to Board.

2. Leveraging RVA757 Connects’ marketing communications efforts:

- What do you like the most about our marketing? What’s missing? Create a quick list, limit discussion.
- How can we best engage you – to sign up and follow us, link to our social media pages, proactively provide innovation stories? Create a quick list, limit discussion.

3. Input on the I-64 Innovation Corridor Talent Study:

- Discussion: How do we better attract and retain our talent? How can we best support the new RVA NOW and Campus757 organizations?
- Discussion: How can we bring our RVA757 Connects’ “collaborative spirit” to support our economic development agencies in growing key industry clusters – creating new jobs?

A separate report on the breakout session will be provided to all Directors and MIC members.

Regroup and Thank You

Thomas R. Frantz thanked the Board and MIC participants for attending today’s meeting and outlined the next Steps for Directors and MIC members:

1. Provide names for potential board Directors.
2. Provide “innovation” stories to Laura – at least one per Director and MIC member.
3. Invite people to follow us – your key employees and colleagues.
4. Link to our social media.
5. Ask our state-level elected officials and CTB Members to support the I-64 Gap Project.
6. Join others in supporting RVA757 Connects.
7. Make sure you have the remaining key dates on your calendar.

Events

- October 1st 11:30 am – 1:00 pm Virtual Forum – Becoming a Global Internet Hub
- October 27th 9:30 am – 3:30 pm – Chambers’ Convergence 2021
Hampton Roads Chamber and ChamberRVA will be hosting an in-person event to showcase the work of RVA757 Connects.



New Directors' Orientation (Virtual)

- July 1st 7:45 am – 8:45 am
One-hour background overview of RVA757 Connects.

Future Board/MIC Meetings:

- September 15th 2 pm – 4 pm
- December 8th 12 pm – 2 pm

The meeting was adjourned at 4 pm.