



March 24, 2021 Executive Committee Meeting Minutes

Zoom Meeting: March 24, 2021 – 12:00 pm - 1:00 pm

Attended: Ted Chandler, Moses Foster, Bob Holsworth, Peggy Layne, John Martin, John Reinhart, Jim Spore, Laura Robidoux

Absent: Cliff Fleet, Tom Frantz, Sarah Jane Kirkland

Agenda Items:

- Approve March 10th EC Minutes
- Fundraising Update
- I-64 Gap Funding
- Marketing Communications Program Review
- Old Business/New Businesses

Approve March 10th EC Minutes

The Executive Committee unanimously approved the March 10th EC Meeting Minutes.

Fundraising Update

The Executive Committee discussed potential tiers for individual funding:

- Tier 1: \$1,000
- Tier 2: \$2,500
- Tier 3: \$5,000
- Tier 4: \$10,000

The Executive Committee also discussed tiered funding for corporate asks:

- Tier 1: \$25,000
- Tier 2: \$50,000
- Tier 3: \$75,000
- Tier 4: \$100,000

Next Step:

- John will create 1-pager to present funding options.

I-64 Gap Funding

John Martin reported progress on the letter of support for the I-64 Gap Funding initiative. Bob Crum has been constructing a letter of support from the HRPDC/TPO. Mr. Crum's letter will be shared with the Executive Committee to review. The intention is to send the RVA757 Connects letter of support right after the HRPDC/TPO letter is sent. There is no deadline for these letters of support. However, our target date is early next week.

The Executive Committee gave feedback on the content the drafted letter of support. It was suggested to include more innovation examples from the RVA region.

The Executive Committee debated the relevance of the names listed on the letterhead. It was suggested to omit the names and, instead, add an attachment listing RVA757 Connects' directors and showcasing their titles and organizations.

Next Steps:

- Finalize the letter.

Marketing Communications Program Review

Moses Foster gave a general overview of the RVA757 Connects communication components. This included business card design, letterhead templates, PPT template, website, and social media banners and badges. A timeline for deliverables was shared, too.

During the discussion, it was agreed we must intentionally incorporate and showcase greater diversity throughout the website.

All EC members praised the WCG and Moses for their very professional, high-quality creativity on all of the RVA757 Connects' marketing materials.

The website will have a soft launch next week.

Next Step:

- WCG will finalize the materials and launch the website next week.
- WCG will explore and recommend additional ways to include more diversity.

Old Business/New Business

The Executive Committee had a general discussion on several unrelated items:

- We plan to form an Educational Institutional Council once some of our priority initiatives are underway. Ideally, Michael Rao and Katherine Rowe would be asked to head this effort. It will include all major colleges, HBCUs, and community colleges along the I-64 Innovation Corridor.

- Diversity, Equity, and Inclusion (DE&I) is a current hot topic, and the Commonwealth has been making great advances in moving forward with promoting DE&I. We have an advantage by having diversity – through viewpoints, skills, resources, and even HBCUs. We should highlight community events and developments that are fostering growth in DE&I. Virginia is authentically working on DE&I. RVA757 Connects needs to share these stories through its communications efforts.
- John Martin shared the supporting efforts of the CIVIC in advancing RVA-757 Connects – the new national megaregion map and digital whitepaper & seminar. It was suggested to push back the CIVIC digital seminar date to early June, so it doesn't fall too close to the full board meeting.

Next Steps:

- Laura Robidoux will confirm there are no conflicting events on Thursday May 20th 1-3pm.

Board Meeting:

- It is time to send out the next full board meeting date reminder. **Thursday May 20th from 1pm-3pm** was agreed upon and will be confirmed once the Chambers are contacted.

Next EC Meeting Date:

- It was decided to move the meeting time back to 8 a.m. on Wednesdays with the understanding that some meetings will not be attended by all. Next week will include an update from the Nominations Committee.