



Executive Committee Meeting Minutes

May 12, 2021

Zoom Meeting: May 12, 2021 – 8:00 am – 9:00 am

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

Special Guest: Jennifer French, Partner, PBMares

Absent: Wilson Flohr, Peggy Layne, Moses Foster

Agenda Items:

1. Approve May 5th EC Minutes
2. Review 990 Tax Document
3. Board Recruitment Update
4. Development Committee Update
5. Review of Latest Videos and Update on Launch
6. Update on Priority Areas
7. Old Business/New Business

Approve May 5th EC Minutes

The Executive Committee (EC) unanimously approved the May 5th EC meeting minutes.

Review 990 Tax Document

John Martin introduced Jennifer French of PB Mares and shared the background of Executive Committee (EC) members. The 990 was presented in draft form. It was recommended to have Conflict of Interest (COI) forms from EC members on file.

Next Step:

- Laura will send Jennifer updated financial information on a quarterly basis.



Board Recruitment Update

The Executive Committee discussed recruitment steps. Materials have been sent out to the EC, including a PPT overview deck, five-page Case for Support, and Newsletter link. John Martin and Laura Robidoux should be cc'd on confirmation emails so they can follow up with new directors.

Thomas Frantz and James Spore are presenting to ReInvent this week about RVA757 Connects.

Next Step:

- Schedule Orientation Meeting – first week in June.
- Send Tom/Jim's presentation deck to EC.
- Share first newsletter for EC members to use as a resource.

Development Committee Update

There was a general report back to the EC about the first Development Committee meeting with co-chairs Jim Kibler and Mitch Haddon. Primary tasks are to recruit a large committee team and distinguish responsibilities for funding targets and ask levels. The EC co-chairs will be consulted for funding questions.

Next Step:

- A segment of the full Board/MIC meeting (in June) will be devoted to this topic. The Development Committee co-chairs will establish an expectation for fundraising requests.

Review of Latest Videos and Update on Launch

The EC previewed the Michael Rao and Howard Kern video interviews. There was a general discussion that led to the following conclusions:

- Should incorporate a diversity, equity, and inclusion piece.
- With healthcare becoming such a huge part of GDP, these videos hit on the assets we have in the I-64 corridor.
- Additional topic at the full board/MIC meeting – like our social media pages and follow.

Next Steps:

- Create a rough agenda of the June 9th meeting and share next week.
 - Incorporate breakout sessions again.
- Video files still need to be compressed for final distribution.



Update on Priority Areas

There was a general update on priority areas:

- Passenger Rail – There is an upcoming meeting with Robbyn Gayer and James Spore this Friday. Will report back with a plan to share with the EC.
- Virginia Capital Trail – There was a great editorial piece in the Virginia Pilot about the Virginia Capital Trail expansion. Bob Crum has made this a priority and has assisted in many of its recent developments.
 - Link to the editorial: <https://www.pilotonline.com/opinion/editorials/vp-ed-editorial-america-trail-0512-20210511-6f3xfghzm5eidjycues5zjdf6y-story.html>
- Digital Network – It was suggested to hold a brief presentation at the June 9th meeting, sharing about CIVIC’s white paper and webinar on this topic.
- I-64 Talent Pipeline Study – The end result will be 20 insights on talent today and future talent – two ten-page reports to be packaged.

Board Topic Idea: What Innovation means to me... x, y, z. (ice breaker at the June 9th meeting) or 30-second innovation story to share.

There was a general discussion about the purpose of RVA757 Connects, and what we can do to promote the I-64 Innovation Corridor.

- As an organization, we want to show what collaboration looks like. With any of the initiatives, we can recognize collaborative organizations by sharing who is working together via our website or social media.
- Our organization can take the materials we create and share them with opinion leaders and EDOs to form a story for publication.

Next Step:

- Invite Bob Crum to the EC meeting to share Virginia Capital Trail updates.
- Invite EDO leadership to the EC meeting to share priority developments.

Old Business/New Business

Moses Foster’s team is working on the second phase of the website. It will be completed on May 19th.

There have been reports of many new companies coming to the RVA757 Connects megaregion. When a new company is reported to enter our area, we will keep a record for future collaboration.

The EC decided to continue meeting weekly until after June board meeting, when meetings may be reduced to every other week.