

**Document #2:  
Executive Committee Meeting Minutes  
May 26, 2021**

**Zoom Meeting:** May 26, 2021 – 8:00 am – 9:00 am

**Attended:** Cliff Fleet, Wilson Flohr, Moses Foster, Tom Frantz, Sarah Jane Kirkland, John Martin, John Reinhart, and Laura Robidoux

**Absent:** Ted Chandler, Bob Holsworth, Peggy Layne, James Spore

**Agenda Items:**

1. Approve May 19th EC Minutes (see attached)
2. Organizational Build-out Schematic
3. Marketing Communications Update on Website
4. Board Recruitment Update – Orientation Meeting – June 1 at 11am and June 3 at 1pm
5. Development Committee Update – First Meeting – June 1 at 2:30pm
6. June 9<sup>th</sup> Board Meeting – Review second draft of agenda (attached)
7. Old Business/New Business

**Approve May 19th EC Minutes**

The Executive Committee (EC) unanimously approved the May 19th EC meeting minutes.

**Organizational Build-out Schematic**

The EC held a general discussion about the Organizational Schematic. Feedback includes:

- Initial draft appears as Collaboration Model rather than Governance Model.
- Make the Model more of traditional organizational structure in appearance.

**Next Step:**

- Create updated organizational schematic with structured hierarchy.



### **Marketing Communications Update on Website**

Moses Foster gave a general overview of the most recent website updates including interactive map, documents page, and new video interviews.

#### **Next Step:**

- John Martin will send a full Board/MIC Marketing Communications email when final website updates have been completed.

### **Board Recruitment Update – Orientation Meeting – June 1 at 11am and June 3 at 1pm**

The Orientation Meetings are scheduled for June 1 at 11am and June 3 at 1pm. The EC reviewed and approved the Orientation Meeting agenda with a few suggestions.

If recruits can't make the either meeting date, John Martin is willing to meet separately on their schedule terms.

It was also suggested to record one of these sessions so they can be sent out to new directors.

#### **Next Steps:**

- Record one of the upcoming Orientation Meetings.

### **Development Committee Update**

The first meeting is scheduled for June 1 at 2:30pm. John Martin gave a general overview of the Development Committee meeting recruitment efforts. The EC discussed best practices for the fundraising strategy – who will be approached, how they will be approached, and best ask methods.

It was agreed to leave the tier structure in place as the co-chairs will handle the large corporate targets. The mid-tier targets will benefit from the flexibility of the tier structure and the Development Committee will be encouraged to be aspirational with the initial ask amounts.

One fundraising suggestion was to use a merchant account on the website for donations.

#### **Next Steps:**

- Stay the course on development.
- Look into adding a merchant account on the website with 3.0 improvements.



### **June 9<sup>th</sup> Board / MIC Meeting**

The Executive Committee reviewed the second draft of the June 9 Board/MIC meeting agenda.

The RVA757 Connects' priorities update will be moved up to earlier in the presentation.

The GOVA Region 4 & 5 leadership presentation will transition to breakout session topics focused on the I-64 Innovation Corridor Talent Study top line findings with key breakout questions. This set up will be included in the June 9 Board/MIC meeting deck.

Laura Robidoux will provide an assessment of the expected attendance for the June 9<sup>th</sup> meeting based on RVSPs to date.

### **Next Steps:**

- Create the final June 9<sup>th</sup> agenda.
- Prepare BOD/MIC meeting deck.
- Provide assessment of the expected attendance for the June 9<sup>th</sup> meeting.

### **Old Business/New Business**

The EC held a general discussion about the Web 2.0 infrastructure as another unifier for the two regions. John Martin will provide more details in future meetings.