



## Document #2:

### Executive Committee Meeting Minutes

Tuesday, November 30, 2021

**Zoom Meeting:** November 30, 2021 – 8:00 am – 10:00 am

**Attended:** Theodore L. Chandler, Jr., Cliff Fleet, Wilson Flohr, Moses Foster, Thomas R. Frantz, Bob Holsworth, Sarah Jane Kirkland, Aubrey L. Layne, Jr., Peggy Layne, John W. Martin, John F. Reinhart, James Spore, and Laura Robidoux

**Absent:** N/A

#### Agenda Items:

- Approve November 17<sup>th</sup> Executive Committee Minutes
- Strategic Planning Part 2 Topics
  - General 30,000 Foot Strategic Discussion (before we get into specific programs)
  - 2022 – Brainstorming Internal Organization and Operational Imperatives
  - 2022 – Brainstorming External Priority Focus Areas
  - Prioritizing and Budgeting Discussion – Next Steps in Building Out Our Plan
- Discussion on Agenda for December 8<sup>th</sup> Board/MIC Meeting
- Executive Session on SIR Compensation (without SIR)

#### Approve November 17<sup>th</sup> Executive Committee Minutes:

The Executive Committee (EC) unanimously approved the November 17th EC meeting minutes.

#### Strategic Planning:

There was a general discussion on the direction of RVA757 Connects. The following consensus was reached on the guiding tenets of RVA757 Connects' 2022 work:

1. **Our Core Mission:** Our core mission is relevant:

*Improve the economic success and quality of life for everyone in the RVA and 757 regions.*



2. **What We Do:** We identify, support, and advance major opportunities, initiatives, and projects that will meaningfully benefit our communities for generations to come – see next section.
3. **How We Do It:** There are many existing organizations already focusing their efforts on some of the same priorities as RVA757 Connects. We connect these organizations in a way that leverages everyone's work.
4. **Communications:** As a connector, we must be a great communicator. We must ramp up outreach and engagement.
5. **Our Greatest Asset:** Our core asset is our Board and MIC, an inclusive, mutually supportive network of leaders representing community, business, and higher education.
6. **Our Current Capacity:** Our work should always align with our organization's capacity. This means focusing on just a few priorities at a time. Supportive workgroups or committees may be helpful for 2-3 priorities.
7. **Our Value Proposition:** We need to deliver concrete, visible results to reinforce our value proposition. Given this commitment, we will not launch the Innovation Council or Higher Education Council at this time (in 2022).
8. **What's Next:** RVA757 Connects should be looking beyond current priorities and looking ahead toward the next big opportunity that will benefit both regions. We need to be the platform that people use to express what's next.

#### **Key priorities for 2022 include:**

The key priorities for 2022:

- **Global Internet Hub:** Advancing the I-64 Innovation Corridor as a top 15 Global Internet Hub.
- **Renewable Energy:** Support Dominion's Offshore Wind Project, which will not only connect the two regions, but also increase the interest of younger generations.
- **Physical Connections:** Continue to advance the I-64 widening, Virginia Capital Trail (BoAT), and James River barge traffic.
- **Government Relations:** Start a Government Relations Committee.
- **Communications:** Ramp up communications.
- **MIC:** Create a more active role for the MIC.



We will place the following priorities on hold until 2023:

- Innovation Council
- Higher Ed Council
- Healthier 757/RVA (Until 2023 with input from EC members).

**Discussion on Agenda for December 8<sup>th</sup> Board/MIC Meeting:**

The December 8<sup>th</sup> Board/MIC meeting will be held on the same day but at a new time. This meeting will be an opportunity to share what we accomplished during 2021, as well as our plans for 2022.

The EC agreed to invite Robert Blue, Chair, President and Chief Executive Officer of Dominion Energy, to share the progress of Dominion's Offshore Wind Project with the Board and MIC during this upcoming meeting.

Next Steps:

- John Martin will prepare a PowerPoint deck for the December 8<sup>th</sup> meeting. EC members will receive this in advance of the meeting and provide feedback as appropriate.

**Executive Session on SIR Compensation (without SIR):**

The Executive Committee held a general discussion regarding SIR's 2021-2022 base fee and additional shoring up of the final 2021 compensation.

The fees cover Administrative and CEO time, as well as time all other SIR support (videos, Global Internet Hub paper, meeting surveys, events, etc.).

Sir is donating significant time to this initiative.