



Board/MIC Meeting Minutes

December 13, 2022: 10:00 a.m. – Noon

Virtual via Zoom

Call to Order

Theodore L. Chandler, Jr., co-chair of RVA757 Connects, called the December 12, 2022, Board of Directors / Megaregion Institutional Council (MIC) meeting to order at 10 a.m.

Mr. Chandler said that this year has been a year of achievement and validation of RVA757 Connects' value proposition. He thanked the board of directors and MIC members for their contributions, saying the years' progress wouldn't be possible without them. He then welcomed new board members Thomas Ransom, President of Virginia Region Trust, and Jeff Wassmer, CEO of Spectrum.

Updates on RVA757 Connects

John W. Martin, President and CEO of RVA757 Connects, introduced the meeting agenda and then reminded directors and MIC members that they can see minutes from the Executive Committee and other key documents (such as the monthly financial flash reports) by utilizing the Documents Portal on the website (located at the bottom of the website's homepage).

He said RVA757 Connects, as a non-profit organization, is following best practices including having O&D Insurance, having all EC members sign a Conflict-of-Interest form, filing 990s tax forms, and running operations following board-approved annual budget and priority action framework.

Mr. Martin then gave an overview of areas the Nomination and Governance Committee led by Sarah Jane Kirkland and Moses Foster recommended for update.



RVA757 Connects' Director Responsibilities:

- Advocate for the work and priorities of RVA757 Connects.
- Attend at least three of our four core meetings: 3 RVA757 Connects' Board/MIC meetings and the annual Convergence event.
- Whenever possible, watch our Innovation Spotlights.
- Provide financial support.
- Share communication pieces with your senior team and network.
- If possible, serve on committees where you have a particular interest or expertise.
- Identify future projects and initiatives that would align with the mission of RVA757 Connects.
- Identify future directors.

Financial Support:

- For individual board directors and EC members (who are not part of a company/organization or who are with a non-profit or educational institution):
 - Leadership Level – \$1,000 plus
 - Champion Level – \$501 to \$999
 - Supporter Level – Up to \$500
- For corporate directors representing companies and organizations:
 - Gold Level – \$50,000-plus
 - Silver Level – \$25,000
 - Bronze Level – \$10,000

Mr. Martin also gave a recap and updates on finances for 2022 from the Development Committee. He also reminded everyone that the 2022 end-of-year financial report would be posted on the website in early 2023 and they will be notified as soon as it's up. PBMares will review this report.



RVA757 Connects' 2022 Accomplishments:

Mr. Martin reported on RVA757 Connects' 2022 accomplishments. The top ten included:

1. Advanced RVA757 Connects' and the I-64 Innovation Corridor's Brand
2. Held a Successful Convergence 2022 all-day meeting
3. Showcased Greater Collaboration and Innovation
4. Further Advanced Collaboration in the Corridor to Support Our Priorities
5. Created a Government Relations Committee and Formulated an Advocacy Approach
6. Created a Strategic Plan to Advance the BoAT trail
7. Created a Game Plan to Advance Passenger Rail
8. Supported Our Directors' and MIC Members' Initiatives
9. Advanced the Region's Ascendancy in Becoming a Global Internet Hub
10. Helped Secure the Majority of the Funding to Close the I-64 Gap

Director/MIC Member 2022 Survey Findings & Implications:

Mr. Martin delivered an overview of the Director/MIC Member survey findings. He said out of 79 total invites, 29 responses were received – a 37% response rate. Key findings:

- Directors/investors are very satisfied – 91% top two box rating on 1-5 scale
- MIC members are less satisfied – 59% top two box rating on 1-5 scale
- Top two priorities are I-64 Gap and Global Internet Hub
- When possible, lean more into targeted industry clusters, sites, and workforce development
- Stay focused on current priorities and do not bite off more than we can chew

For more information about all findings, see slides 80-90 of the board meeting PowerPoint deck posted on the website.

2023 Government Relations Plan:

Government Relations Committee Co-Chairs Ross Grogg and Chris Lloyd presented the 2023 Government Relations Plan. The Plan included findings from the 2023 priorities survey, the recommended legislative agenda, and the proposed timeline.

For more information see slides 92-98 of the board meeting PowerPoint deck posted on the website.



Increasing Passenger Rail:

Mr. Martin gave a brief overview of the RVA757 Connects' Passenger Rail Plan and its progress before introducing guest speaker DJ Stadtler, Executive Director of Virginia Passenger Rail Authority.

Mr. Stadtler gave a summary of VPRA's accomplishments in improving passenger rail and their plan for future improvements. The main takeaway was the necessity of completing improvements to the Long Bridge before progress can be made elsewhere across the state. The Long Bridge is projected to be completed in 2030.

For more information see slides 101-123 of the board meeting PowerPoint posted on the website.

Breakout Session:

The board was divided into smaller groups to discuss RVA757 Connects' Passenger Rail Action Plan. The groups were given three topics to guide the discussion:

Topic #1:

Discussion and Input on RVA757 Connects' Overall Value Proposition and Priority Focus Area Plans for 2023

Topic #2:

Impressions of / Comments on Richmond-Hampton Roads' Passenger Rail Situation
Any missing information on this topic?

Topic #3:

Input on RVA757 Connects' Action Plan to Advance Passenger Rail

See below – Appendix – Highlights of breakout session.

Thank You and Wrap Up:

Thomas R. Frantz, Co-Chair of RVA757 Connects, thanked board members and others for their attendance and support throughout 2022. He said we can do more together, do it faster and more impactfully. He said RVA757 Connects has shown the value of collaboration and working together to innovate and grow.

The meeting was adjourned at 12:05 p.m.

Appendix

RVA757 Connects Board/MIC Meeting Breakout Session Notes

Topic #1: Discussion and Input on RVA757 Connects' Overall Value Proposition and Priority Focus Area Plans for 2023

- Overall, RVA757 Connects is demonstrating our value proposition.
- Regarding MIC's relatively lower overall satisfaction scores (among 7 MIC survey respondents), we should seek greater input from more MIC members. This could include one-on-one interviews with MIC members to better understand their attitudes towards and engagement in RVA757 Connects.
- We need to be very thoughtful in our government relations work related to workforce development and training. The overall workforce development and training ecosystem is very fragmented with many competing voices.
- Does the business community have a significant and unified voice in the future design of workforce development ecosystem? If this is needed, could this be a role for RVA757 Connects – to serve as a pipeline to the Administration and General Assembly?
- Keep working to complete I-64 gap closure project.
- Business' support for the legislative priorities gives elected official "political cover" to support.
- Keep focused...watch mission creep!

Topic #2: What is your impression of Richmond-Hampton Roads' Passenger Rail Situation? Is there any missing information you would like to see on this topic?

- Good to engage and inform members to advance the plan
 - Reduces car/highway traffic
- Reliable travel (on-time trains) and having a pleasant travel experience are important
 - Hourly service NC-VA-DC would be great
 - Requires more equipment and robust scheduling
- The difference between European and American systems
 - Europe focused on passenger service first
 - America focused on freight service first
- Separating VPRA and DRPT was a smart move.
- It's clear that Long Bridge (crossing the Potomac) opens future possibilities for increased passenger rail service for the rest of Virginia, including Richmond and Hampton Roads.
- With the construction of Long Bridge requiring seven years or more, however, this overall topic requires a long-term perspective. This will make RVA757 Connects' value proposition related to increasing passenger rail hard to quantify and report.
- Missing information: Does HRT provide bus service that connects the 757 to the Richmond Airport (RIC)?

Topic #3: Input on RVA757 Connects' Action Plan to Advance Passenger Rail.

- Stay focused on the plan
- Gauge expectations of the members
- Celebrate milestones to retain/increase awareness, The RVA757 Connects' Rail Action Plan is on track (pun intended).

- We should stay engaged on this topic to ensure that we are part of the plan to expand passenger rail once Long Bridge is built.
- Ideally, passenger rail and air travel should be tied together. Our long-term future as a megaregion should include connecting our three airports with rail service that's door to door.
- Let's write support letters as needed by DRPT and the Rail Authority for their long-term planning and construction efforts, but let's lean into the Global Internet Hub to make an immediate 2023 difference for our megaregion.