



Document #2: Executive Committee Meeting Minutes

September 8, 2021

Zoom Meeting: September 8, 2021 – 8:00 am – 9:00 am

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

Absent: Moses Foster, James Spore

Agenda Items:

1. Approve August 25th EC Minutes (See attached – Document #2)
2. Development / Fundraising Update (Attachments #3 & #4 – See Highlighted Updates)
 - Review Actions this Week – Laura Robidoux
 - Update – Department of Agriculture Approval Letter
3. Nominations Update – Sarah Jane Kirkland (Attachment #5 – See Highlighted Updates)
 - Review Actions this Week
4. Marketing Communications Update – Moses Foster (Attachment #6)
 - Review Immediate Actions
 - Review Megaregion Map
5. Agenda for Sept. 15 Board/MIC meeting
 - Discuss Format – Zoom Recommendation
 - Discuss and Finalize Meeting Agenda Draft (Attachment #7)
6. Upcoming Events
 - RVA757 Connects-CIVIC's October 1 Webinar (Attachment #8)
 - Chambers' Convergence 2021 – October 27 Event (Attachment #9)
7. Old Business/New Business

Approve August 25th EC Minutes

The Executive Committee (EC) unanimously approved the August 25th EC meeting minutes.



Development / Fundraising Update

John Martin reviewed new financial commitments and provided an update about the receipt of the Department of Agriculture approval letter for charitable solicitation.

Executive Committee members made a commitment to provide some level of financial support. All levels of commitment are celebrated.

Next Steps:

- Laura Robidoux will connect with Jim Kibler and Mitch Hadden to prepare a report for the Board/MIC meeting.
- Laura Robidoux will work on streamlining the fundraising process, such as constructing a pledge form.

Nominations Update

EC members provided feedback on individual recruitment, creating a comprehensive list for the Board/MIC meeting and reviewing next steps for each nominee.

Next Step:

- John Martin will incorporate new Directors and MIC members into the Board/MIC PowerPoint Deck.

Marketing Communications Update

John Martin reviewed marketing communications updates, including the release of the new megaregion map. This map will be internally beneficial for business leaders and EDOs. It is important to continue building up the business leader list.

Next Step:

- EC members will continue reaching out to business leaders who may be interested in receiving marketing communications.

Agenda for Sept. 15 Board/MIC meeting

The EC discussed the Board/MIC meeting format and concluded that Zoom will be most effective way to host this meeting. This will become a breakout session discussion question: How should future meetings be conducted – virtually or in person? The EC reviewed the Board/MIC meeting agenda to



review the content and guest speakers. EC members will lead breakout session groups and share out discussion feedback at the end of the meeting.

It was suggested that one meeting per year, such as Convergence, could have a hybrid option.

Next Steps:

- Laura Robidoux and John Martin will send out an updated agenda with the virtual location (Zoom).
- Laura Robidoux will contact William & Mary about the change in meeting location.

Upcoming Events

John Martin reviewed RVA757 Connects-CIVIC's October 1 Webinar agenda and structure. This webinar will serve as a call-to-action for a GOVA research grant to analyze the top 15 global internet hubs. Anyone who attends this event can be sent RVA757 Connects' marketing materials. The EC compiled a list of organizations who should be invited to the webinar because of the benefit it will be to the region, including business leaders from both regions, EDOs, cabinet members, and gubernatorial candidates.

John Martin reviewed the Chambers' Convergence 2021 – October 27 Event agenda. The EC discussed the cost of the event and the pros and cons of holding a hybrid versus fully virtual event.

Next Steps:

- John Martin will send out the Digital White Paper along with date reminders for upcoming events to the Board/MIC.
- Laura Robidoux will locate and share information detailing who has signed up for the newsletter.
- Sarah Jane Kirkland will share an updated list of people of who should participate in the webinar.
- John Martin and Sarah Jane Kirkland will find a small business leader to speak at the webinar.
- John Martin will discuss the Convergence event format and cost with the Chambers.
- John Martin will ask Virginia Beach contacts if they have an international consultant as well.

Old Business/New Business

N/A