

**GO VIRGINIA REGION 3 EXECUTIVE COMMITTEE  
ZOOM MEETING MINUTES  
Wednesday, August 19, 2020**

The GO Virginia Region 3 Executive Committee met on Wednesday, August 19, 2020 at 10:03 a.m. utilizing Zoom virtual technology.

**REGULAR BUSINESS**

1. CALL TO ORDER

Chairman Lail called the meeting to order at 10:03 a.m.

2. ROLL CALL AND CONFIRMATION OF QUORUM

Chairman Lail declared a quorum was present.

A. Region 3 Council Members:

<b>Member</b>	<b>Present</b>	<b>Absent</b>
Tim Clark	Y	
Randy Lail, Chairman	Y	
Charles Majors, Vice Chairman	Y	
Karl Stauber	Y	
Sherry Swinson	Y	

B. Region 3 Staff in Attendance:

<b>Name/Organization</b>	<b>Organization</b>
Bryan David-UVA Weldon Cooper Center	Region 3 Program Director
Liz Povar-Riverlink Group	Region 3 Contract Staff
Nancy Pool	Region 3 Contract Staff
Deborah Gosney-Southside PDC	Region 3 Support Org/Fiscal Agent
Lisa McGee-Southside PDC	Region 3 Support Org/Fiscal Agent

C. Guests in Attendance:

<b>Name</b>	<b>Organization</b>
None	

3. STATE GUIDANCE FOR REGIONAL COUNCILS

Chair Randy Lail welcomed everyone to the GO Virginia Region 3 Virtual ZOOM Council meeting. Due to the nature of the Declaration of a State of Emergency due to the novel Coronavirus (COVID-19) and pursuant to Code §2.2-3708.2, this meeting is being held by electronic communications, via the web platform ZOOM. The catastrophic nature of this declared emergency makes it impractical and unsafe to assemble a quorum in a single location. The virtual platform was selected to abide by the restrictions on public gatherings as stated in the Governor's Emergency Declaration and to protect the health of citizens. The required public notice and receipt of public comments was provided as outlined in the requirements of electronic meetings. The agenda items for this meeting are considered essential to the overall operation of GO Virginia Region 3.

4. PUBLIC COMMENTS

No written or verbal public comments were received.

5. DECLARATION OF CONFLICTS OF INTEREST

Conflicts of interest potentially exist for activities benefiting and/or contracts issued to the following organizations and projects listed below:

Name	Organization(s)
Charles H. Majors	Mid-Atlantic Broadband, Institute for Advanced Learning and Research, Danville Regional Foundation, Future of the Piedmont
Randolph Lail	Mid-Atlantic Broadband

6. APPROVAL OF MINUTES

Chairman Lail noted that the minutes of the June 17, 2020 Executive Committee meeting were received via email prior to the meeting and included in the meeting packet. Charles Majors **made a motion that the minutes from the June 17, 2020 Executive Committee meeting be approved as presented; the motion was seconded by Sherry Swinson and by roll call vote all members voted affirmatively.**

7. FINANCIAL REPORT

Deborah Gosney reviewed the Financial Reports that were included in the meeting packet for period June 30, 2020 to July 31, 2020. She noted that for the SOVA Innovation Hub Project, the additional match amount of \$7,008.90 was a typo on the report. Total committed budgeted match for the project is \$88,919.81 of which \$77,839.61 has been expended to date leaving a match balance of \$11,080.20. **Sherry Swinson made a motion that the Financial Report for period**

**ending July 31, 2020 be approved as presented; the motion was seconded by Charles Majors and by roll call vote all members voted affirmatively.**

## **OLD BUSINESS**

### **8. COMMITTEE REPORTS**

#### **A. Nomination Committee**

Bryan David advised Executive Committee members that Dr. Amy Griffin had recently retired as Superintendent of Cumberland County Public Schools and is no longer in her capacity as a K12 District Superintendent. Dr. Griffin though has expressed a desire and willingness to continue serving on the Council. The Council at its July 22<sup>nd</sup> meeting referred this matter to the Executive Committee for a recommendation on how best to achieve Dr. Griffin's continued membership on the Council. The recommendation is to be presented at the Council's meeting on October 22<sup>nd</sup>. The Council Bylaws require representation from a school system and dictates composition for all Council members. The Executive Committee referred to the matter to the Nominations Committee to review the current membership and make a recommendation at the next Executive Committee meeting. The review should include existing membership distribution among required sector categories, upcoming expirations of member terms, benefits and consequences of increasing membership of the Region 3 Council, and other issues as may be identified and discussed.

#### **B. Innovation Committee –**

Liz Povar noted that she had received good feedback on the Entrepreneurship and Innovation Strategy Study developed by Mid-Atlantic Broadband and Longwood University Small Business Development Center. She shared that the Executive and Innovation Committees will meet on September 3, 2020 at 10:30 a.m. The purpose of the meeting will be to discuss, review, and come to a consensus as to the implementation recommendations as a result of the Study.

### **9. APPROVED PROJECTS UPDATE**

A. GO TEC1 & 2A – Liz Povar noted that GO TEC 2B has not yet been added. She pointed out that it would be good to maintain all the GO TEC projects on the same status spreadsheet for reference and milestone tracking. The yellow dots are activities that have not met the projected milestone. Liz stressed that the current COVID environment has resulted in reduced student enrollment; however, stakeholders are hopeful that student enrollment will recover.

B. Bridge to Recovery – Ms. Povar pointed out one of the products of this project, a small business/industry database, has been identified; it was discovered that the Longwood Small Business Development Center already hosts a comprehensive small business/industry

database. This will enable more outreach to the business community, especially in times of emergency.

- C. Middle Mile Project – The Southside PDC is preparing the EDA application to secure the additional funds needed in addition to GO VA funds and MBC match funds for the preparation of the PER and Environmental Review that is needed to apply for construction grant dollars. Deborah Gosney shared that the EDA grant application will be submitted soon Bryan David suggested it may be 45-60-day turnaround by the EDA.
- D. Major Clarity IALR – Liz Povar shared that this project will be the technology platform that will be used to support some of the GO TEC work, and it is being led by the Institute for Advanced Learning and Research. This technology tool helps both the educational partners and the employers connect on work-based opportunities and outcomes.

## 10. CLOSED SESSION

There was no discussion requiring the Executive Committee to enter into Closed Session.

## **NEW BUSINESS**

### 11. SURVEY OF PROJECT REVIEW PROCESS

Bryan David provided a matrix summarizing responses received from all GO Virginia regions regarding how project reviews are handled. Further consideration will be given at the Executive Committee's September meeting when Project Review Committee members (L. Willis, J. Parkinson) will attend and discuss the current process and what types of modifications or improvements may be made.

### 12. LETTERS OF SUPPORT FOR NON-GO VA PROJECTS-NEW POLICY

At the July 15th Council meeting, members agreed that the Executive Committee should consider establishing a policy and process for the review and approval of non-GO Virginia letters of support. Development of a draft policy for consideration will be discussed at the September 16, 2020 Executive Committee meeting. The draft policy should include a determination on whether the non-GO Virginia proposed project for which the letter of support is requested aligns with GO Virginia goals, objectives, and policies on a state and regional basis and identifies a process for timely review by the Executive Committee prior to approving the issuance of a support letter. Further the policy should address a method by which the requestor understands the Executive Committee's time constraints on reviewing and approving the issuance of such support letters. The draft policy will be presented to the Full Council at the October meeting.

### 13. COUNCIL POLICY #5-8% ADMINISTRATIVE SERVICE FEE

The Region 3 Council has in place a policy that allows a negotiated fee of up to eight percent (8%) for Per Capita and Competitive Funding to be used as administrative cost recovery for approved and funded projects. Bryan David brought this before the Executive Committee to reaffirm the utilization of the 8% service fee to cover post-award project administration. All

projects, regardless of funding amount, require some fixed level of overhead expense incurred by the Southside Planning District Commission in its role as the support organization. Deborah Gosney commented that she will calculate the overall average fee for PDC staff to oversee the administrative duties associated with funded projects. It was suggested that a flat fee could possibly be utilized for capacity building projects. The Executive Committee requested that a draft policy be created and presented at the September 16, 2020 meeting for consideration.

#### 14. FY21 SOUTHSIDE PDC MOU

The Region 3 Council annually renews the Memorandum of Understanding (MoU) with the Southside Planning District Commission (SPDC) to provide operational support services associated with serving as the Council's Support Organization and Fiscal Agent. The FY21MoU – Addendum #3 has been prepared for review and approval by the Executive Committee. There have been no material changes to the terms and conditions from the FY20 MoU. The completed MoU will be presented at the October Full Council meeting for ratification. **Sherry Swinson made a motion that the FY21 Memorandum of Understanding be approved as presented; the motion was seconded by Tim Clark and by roll call vote all members voted affirmatively.**

#### 15. FY21 GO VA CAPACITY BUILDING CONTRACT

The Virginia Department of Housing and Community Development (DHCD) annually issues a contract with Region 3 Council and Southside Planning District Commission that provides funding for the general oversight of the GO Virginia Program. This \$250,000 will permit DHCD to transfer to the Southside Planning District Commission the Region 3 Council's operating funds for FY21. The executed contract will be presented at the October Full Council meeting for ratification. **Sherry Swinson made a motion that the DHCD Contract be approved as presented; the motion was seconded by Tim Clark and by roll call vote all members voted affirmatively.**

#### 16. "OURVIRGINIA" COMMUNICATIONS INITIATIVE

At its meeting on July 15th, the Executive Committee held an informal discussion about an emerging initiative by Lee Newspapers in partnership with the Carillion Clinic to coordinate news analysis among a wide-range of stakeholder groups located in southern, southwest, and central Virginia. Bryan David reported that the idea is for the group of stakeholders to provide regional story ideas to Lee Newspapers for "deeper dive" research and publication. The Executive Committee authorized Bryan David and Sherry Swinson to continue participating on this initiative. Bryan will provide a brief on the initiative to the Virginia Economic Development Partnership. Further, Charles Majors requested that Bryan develop a one-page report highlighting Region 3 activities for distribution to Region 3 newspapers.

In further business, Mr. David announced that, after discussion with community leaders and with the restrictions regarding COVID-19 continuing, the planning of an All Hands Meeting in February will be postponed. He further noted that it is possible the meeting could take place later in 2021. Additionally, he shared plans to develop with Letterpress Communications a virtual "road show", inviting selected stakeholder audiences, for the purpose of introducing Region 3 and himself to the groups and for project development opportunities. A virtual Zoom approach will be

a great way to socialize GO Virginia. The Communications Committee will be convened to provide input on the “road show” project.

Additionally, Bryan noted that the Communications Committee will revisit the current GO Virginia Region 3 website and make recommendations for modifications. Updates are needed to make the site more user friendly particularly in locating meeting agendas, etc. He shared that the website has been the same since 2016-2017 with some minor changes.

**OTHER BUSINESS/ADJOURN**

There being no additional business matters to go before the GO Virginia Region 3 Council, Chairman Lail adjourned the meeting at 12:02 p.m.

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Deborah B. Gosney, Southside PDC  
Support Organization/Fiscal Agent

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Ernest “Randy” Lail  
Chairman