

**GO VIRGINIA REGION 3 FULL COUNCIL MEETING
MEETING MINUTES
Wednesday, July 21, 2021**

The GO Virginia Region 3 Council met on Wednesday, July 21, 2021 at 1:00 p.m.

REGULAR BUSINESS

1. Call To Order And Chair's Opening Comments

Chair Lail called the meeting to order at 1:00 p.m.

2. Roll Call and Confirmation of Quorum

Chair Lail declared a quorum was present.

- A. Region 3 Council Members:

Members	In Person	Virtual	Absent	Members	In Person	Virtual	Absent
W. Scott Burnette		X		Jeff Reed		X	
Rebecca Carter			X	E. Larry Ryder			X
Timothy J. Clark	X			Roger Scott			X
Angeline Godwin			X	Karl N. Stauber	X		
Amy Griffin	X			Sherry Swinson		X	
Winston Harrell			X	Denise Taylor-Forrest	X		
E. Randolph Lail	X			C. R. "Bob" Timmons			X
Charles H. Majors		X		Lauren Willis			X
James McClain II		X		Nicole Young			X
John Parkinson	X						

New Council Appointees	In Person	Virtual	Absent
Robert Bates	X		
Melody Foster	X		
Tim Hall	X		
Dr. Keith Harkins			X
Rhonda Hodges			X
Alfreda Reynolds		X	
Jeremy Satterfield			X

B. Region 3 Staff in Attendance:

Name/Organization	Organization
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

Name	Organization
Julie Brown	Institute for Advanced Learning and Research
Lauren Mathena	Mid-Atlantic Broadband Communities Corporation
Larry Terry	Weldon Cooper Center for Public Service
Michael Phillips	Weldon Cooper Center for Public Service
Charles Hartgrove	Weldon Cooper Center for Public Service
Sheri McGuire	Longwood University Small Business Development Center
Brandon Hennessey	Longwood University Small Business Development Center

3. Reappointment and Appointment of Region 3 Council Members

Member	Reappointed/ New Appointment	Term
Rebecca Carter	Not reappointed	n/a
Dr. Angeline Godwin	Not reappointed	n/a
Winston Harrell	Not reappointed	n/a
Larry Ryder	Not reappointed	n/a
Denise Taylor-Forest	Not reappointed	n/a
Bob Timmons	Not reappointed	n/a
Nicole Young	Not reappointed	n/a
Tim Clark	Reappointed	7/1/2021 – 6/30/2025
Randy Lail	Reappointed	7/1/2021 – 6/30/2025
James McClain	Reappointed	7/1/2021 – 6/30/2025
Karl Stauber	Reappointed	7/1/2021 – 6/30/2025
Lauren Willis	Reappointed	7/1/2021 – 6/30/2025
Tim Hall	New Appointment	7/1/2021 – 6/30/2023
Dr. Keith Harkins	New Appointment	7/1/2021 – 6/30/2023
Jeremy Satterfield	New Appointment	7/1/2021 – 6/30/2023
Melody Foster	New Appointment	7/1/2021 – 6/30/2025
Rhonda Hodges	New Appointment	7/1/2021 – 6/30/2025
Melody Foster	New Appointment	7/1/2021 – 6/30/2025

By notice within the meeting package, Council members were reminded that a vote was taken at the April 21, 2021 meeting to appoint the following officers for the 2021-2022 term.

Randy Lail – Chair
 Tim Clark – Vice Chair

On behalf of the Nominating Committee, Tim Clark made a motion to approve these recommendations; the motion was seconded by Amy Griffin and all members voted affirmatively.

Tim Clark shared the 2021-2022 committee assignments as follows:

Executive Committee

Randy Lail, Chair
 Tim Clark, Vice Chair
 Charley Majors
 Sherry Swinson
 Lauren Willis

Personnel Committee

Randy Lail, Chair
 Tim Clark
 Charley Majors

Communications Committee

Sherry Swinson, Chair
 Beth Deathridge
 Deborah Gosney
 Jordan Miles
 Liz Smith

Project Review Committee

Jordan Miles, Chair
 Dr. Amy Griffin
 James McClain
 Neal Berk

Entrepreneurship & Innovation Committee

Roger Scott
 John Parkinson

Nominating Committee

Tim Clark, Chair
 Scott Burnette
 Sherry Swinson

4. Recognition of Region 3 Council Members

Randy Lail expressed thanks to each of the Council members who served and whose terms had expired. Mr. Lail presented a certificate of appreciation and crystal paperweight to Denise Taylor-Forest. Certificates and paperweights will be forwarded by mail to other former Council members.

5. Public Comments

No written or verbal public comments were received.

6. 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
Randolph Lail	Mid-Atlantic Broadband
Dr. Amy Griffin	Virginia Ed Strategies
Rhonda Hodges	GO TEC
Tim Hall	Henry County
Melody Foster	Longwood University, SOVA and Mid-Atlantic Broadband

7. Approval of Minutes

Chair Lail noted that the minutes of the April 21 2021 Full Council meeting were received via email prior to the meeting and included in the meeting packet. **Tim Clark made a motion that the minutes from the April 21, 2021 Full Council meeting be approved as presented; the motion was seconded by Dr. Amy Griffin and the minutes were approved by unanimous vote.**

8. Financial Reports

Deborah Gosney reviewed the Financial Reports that were included in the meeting packet for period June 1, 2021 – June 30, 2021. **John Parkinson made a motion that the Financial Reports for period ending June 30, 2021 be approved as presented; the motion was seconded by Tim Clark. The Financial Reports were approved unanimously.**

SPECIAL APPEARANCES AND PRESENTATIONS

9. UVA Weldon Cooper Center for Public Service – Dr. Larry Terry

Dr. Larry Terry provided an overview and brief introduction about the UVA Weldon Cooper Center and the partnership with Region 3 Council which began in June 2020. Charles Hartgrove shared information regarding the history of and current functions of the Virginia Institute of Government (VIG)

10. Entrepreneurship and Innovation Implementation Project Update – Lauren Mathena and Sheri McGuire

Lauren Mathena, MBC Communities Corporation Director of Economic Development and Community Engagement, Sheri McGuire, Longwood University Office of Community and Economic Development Executive Director, and Brandon Hennesey, Longwood Small Business Development Center SBDC Business Analyst, provided an update on the E&I Strategy Implementation Project.

OLD BUSINESS

11. Approved Projects Updates

Prior to the meeting, Bryan David provided the Council members with updated Project Progress Reports for the following:

Region 3 Projects

- Bridge to Recovery
- GO TEC
- Common Platform (Major Clarity)
- Mid-Atlantic Broadband Communities Corporation (MBC) – Middle Mile Expansion for Economic Growth
- Entrepreneurship Investment and Innovation Strategy

Projects Supported by Region 3

- Genedge - Retooling Virginia Manufacturing for Strategic Industries
- Virginia Small Business Development Centers

12. Project Pipeline

Randy Lail referred to the Project Pipeline Report that Bryan David emailed. With no questions or concerns, the Council had no discussion regarding the Report.

NEW BUSINESS

13. Committee Reports

Project Review Committee – John Parkinson, Committee Chair, shared that the Project Review Committee (PRC) met on July 2 to consider one Per Capita Application submitted by the Institute for Advanced Learning and Research entitled ExperienceWorks. The committee members did note during their discussion the key factors for the success of the project will be sustained business engagement and participation, and continuing financial support from the school divisions and businesses after the two (2) year project period concludes.

The ExperienceWorks initiative is a systems approach that leverages current GO Virginia Region 3 investments to connect students and young adults to high-skill, high-wage employment opportunities through a variety of work-based learning (WBL) opportunities. Establishing robust connections with students while they are still in high school allows businesses to access emerging workers and, through WBL experiences, provide skill instruction and mentoring. These coordinated efforts will increase the number of high school graduates in Region 3 who are connected to employment opportunities in highskill, high wage positions in the targeted business growth sectors.. Dr. Julie Brown, Director of Advanced Learning at the Institute for Advanced Learning and Research, was present at the meeting to answer questions.

The total project cost as presented is \$1,729,066, of which \$500,610 of GO Virginia funding was requested. The Committee identified potential sources for match. Letters of Support have been received by 14 school districts.

On behalf of the Project Review Committee, Mr. Parkinson recommended approval of the project. **Tim Clark made a motion to approve the ExperienceWorks project as submitted; Melody Foster seconded the motion. Charley Majors abstained due to potential conflict of interest. The ExperienceWorks Per Capita Application was approved by unanimous vote**

PROGRAM DIRECTOR'S REPORT

14. Region 3 Growth and Diversification Plan 2021 Update

Liz Povar provided an update on the 2021 Growth and Diversification Plan and shared a task timeline. Brandon Hennessy, Longwood University's Small Business Development Center, shared observations of the Plan Update.

15. Per Capita Grant Application Status – Southern Virginia Regional Alliance

Bryan David reminded Council members that the Virginia Department of Housing and Community Development (DHCD) GO Virginia staff recommended that the Southern Virginia Regional Alliance's application be deferred from the State Board's June 15 meeting until its next meeting on September 23. A staff-to-staff meeting was held July 23 to discuss the site prioritization and budget issues. It is expected the items needing to be addressed are the same items discussed and resolved prior to the GO Virginia State Board meeting on June 16.

16. Statewide Economic Resilience and Recovery Program Application Status – Expansion of Innovation Commercialization Assistance Program (ICAP) Mentor Network

Bryan David reminded the Council that this application was reviewed by the Executive Committee on May 3. The Executive Committee approved supporting the project as recommended by the Project Review Committee. Mr. David shared that the GO Virginia State Board approved the application at its meeting on June 15.

17. GO Virginia Region 3 Council All-Hands Meeting Update

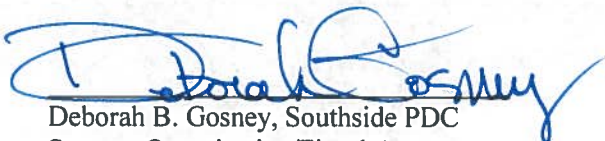
Bryan David updated the Full Council regarding the proposed All-Hands Meeting, noting that the Executive Committee revisited this matter at its meeting on June 16. It was agreed that given the recent changing conditions and considerations of the public health emergency the viability of sponsoring a virtual All-Hands meeting is questionable and should not be pursued. Accordingly, the Executive Committee agreed for staff to begin planning for in-person All-Hands meeting in the January/February 2022 time frame. This will allow sufficient time for program content to be identified and developed as well as time for individuals to become more comfortable with attending in-person public gatherings again.

18. FY2021-2022 Renewal of Marketing and Communications Services Contract

Bryan David shared that he and the Communications Committee Chair, Sherry Swinson, did not feel that the negotiations regarding the LetterPress Communications services contract were ready for action by the Council. He also shared that they do not anticipate there will be any significant modification to the current terms and conditions in the LetterPress Communications services contract. In light of the foregoing, the Executive Committee extended the contract with LetterPress Communications from July 1, 2021 to August 31, 2021. This extension will provide ample time to prepare a proposed renewal and present it to the Executive Committee at its meeting on meeting on August 18.

OTHER BUSINESS/ADJOURN

There being no additional business matters to go before the GO Virginia Region 3 Council, Chair Lail adjourned the meeting at 2:53 p.m.


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


Ernest "Randy" Lail
Chair