



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION

GO Virginia Region 2

Go Virginia Region 2 Council Meeting Minutes

May 7, 2019

10:00am-12:30pm

1 Riverside Circle

4th Floor Education Conference Room

Roanoke VA

Members in Attendance: Marla Akridge, Fred Armstrong, Dr. Nathaniel Bishop, Ab Boxley, Dr. John Capps, Kenneth Craig, Beverly Dalton, Dr. John Dooley, Watt Foster, Dr. Michael Friedlander, Don Halliwill, Dr. Brian Hemphill, Dr. Victor Iannello, Terry Jamerson, Dr. Pareena Lawrence, Marty Muscatello, Debbie Petrine, John Putney, Dr. Ray Smoot, Georgann Snead, Matthew Stewart, and John Williamson.

Members not in Attendance: Sandy Davis, William Fralin, Mike Hamlar, and Floyd Merryman.

Staff in Attendance: Dr. John Provo, Dr. Scott Tate, and Jennifer Morgan.

Public in Attendance: Morgan Romeo, Western Virginia Workforce Development Board; Erin Burcham, Roanoke Regional Partnership; Beth Doughty, Roanoke Regional Partnership; Darlene Burcham, Town of Clifton Forge; Michael Burnette, Franklin County; Deborah Flippo, Draper Aden Associates; Meredith Hundley, Valleys Innovation Council; Dr. Kevin Carlson, Virginia Tech's Pamplin College of Business; Wayne Strickland, Roanoke Valley Alleghany Regional Commission; Sam English, Valleys Innovation Council; Gary Larrowe, Botetourt County; Jacob Demmitt, The Roanoke Times; Stephanie Seagle, Virginia Western Community College; Abigail Hammack, Onward NRV; Aisha Johnson, City of Roanoke; Joe Cobb, City of Roanoke; Damon Williams, First Citizens Bank; Lawrence Hammack, The Roanoke Times; Rebekah Gunn, Roanoke Regional Chamber.

Chairman Smoot convened the meeting at 10:05am.

Council Business

Chairman Smoot asked the Council to approve minutes from the February Full Council Meeting. Mr. Williamson moved to approve the minutes and Mr. Putney seconded the motion. All were in favor and none opposed.

Chairman Smoot recognized Ms. Jennifer Morgan, GO Virginia Support Staff member, for her time with the Council. Ms. Morgan has accepted a position as the support organization specialist for GO Virginia Region 6.



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Erin Burcham, Director of Talent Solutions with the Roanoke Regional Partnership, presented to Council an interim report regarding the region's Stopping the Brain Drain, Enhanced Capacity Building project. Ms. Burcham informed Council the group leading the project surveyed and met with three different populations from across the region; business leaders, young professionals, and two year and four-year college students, to gauge the climate around wanting to stay in Region 2 after graduation and what businesses are doing to attract and keep talent in the region. Ms. Burcham discussed with Council difficulties businesses face with hiring students directly out of college, yet are unable to entice many young professionals back into the region. Council saw this an area of opportunity to work with alumni networks and colleges to educate students on internship opportunities and early level career opportunities in the region. Council agreed to discuss the recommendations of the report at their August Council meeting once the report was finalized.

Mr. Sam English, Ms. Meredith Hundley, and Dr. Kevin Carlson with the Valleys Innovation Council (VIC) presented to Council their completed report regarding the Capital Ecosystem Development, Enhanced Capacity Building project. Mr. English explained to Council how VIC conducted a study to determine what the entrepreneurial investment ecosystem was in Region 2 as compared to comparable areas across the state/east coast. Mr. English explained that Region 2 excels in early entrepreneurial funding streams but lacks funding in order to scale up many entrepreneurs. Ms. Hundley demonstrated their online dashboard on the availability of risk capital in GO Virginia Region 2 and that highlighting access to capital in the region is key.

Staff related recent guidance from the state regarding TEconomy and funding a coordinating entity to strengthen the regional entrepreneurial pipeline in the Region. Staff noted the state's guidance that this entity have experience in ecosystem development, the Council to have a notion on plans to sustain such efforts beyond the life of the grant, specific criteria and outcomes expected of such an entity, and clarity for staff on oversight of such an entity beyond traditional project management roles. Staff noted in the TEconomy report there is an example of such a coordinating entity overseeing entrepreneurship development in Tennessee for further guidance. Council focused their discussion around this topic to address this in their August Growth and Diversification Plan update to further understand guidance and requirements set forth by the state.

Project Review

Project One: Lynchburg Site Readiness, Lynchburg Regional Business Alliance

Council Questions and Discussion:

Dr. Scott Tate (OED) provided a summary of staff review and expert feedback of the project. Meghan Lucas (Applicant) provided a summary of the project. Lynchburg Site Readiness will advance a portfolio of six existing commercial/industrial sites along the site readiness scale and



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clarify next steps for moving all sites to at least Tier III on the Virginia Business Site Readiness Scale (VBRSP). This project will complete the site improvement phase that is the due diligence process in the development phase in the Region 2 Growth & Diversification Plan. Council members discussed how this project would complete all necessary studies and planning to ensure a site could move the next Tier level with basic infrastructure improvements. Mr. Boxley motioned to approve the project and Mr. Williamson seconded the motion. All were in favor and none opposed.

Project Two: Regional Career and Technical Education Study, Western Virginia

Workforce Development Board

Council Questions and Discussion:

Dr. Scott Tate (OED) provided a summary of staff review and expert feedback of the project. Ms. Morgan Romeo (Applicant) provided a summary of the project. The Western Virginia Workforce Development Board through this study will increase the availability and alignment of CTE programs in the region. The study would evaluate previously completed studies of CTE programs, evaluate existing conditions for CTE centers and programs, and recommend next steps to improve CTE programs in the region. This study focuses on understanding and providing recommendations to repair a key misalignment of CTE programs and industry needs as previously identified in a 2014 JLARC report. Mr. Putney and Mr. Dooley enquired on how difficult it would be to scale up and have this study encompass all of Region 2. Dr. Capps noted Central Virginia Community College is completing a similar study in Lynchburg to survey the CTE landscape in their area. Multiple members of the Council noted how CTE is an area in Region 2 that needs additional attention. Dr. Dooley motioned to approve the study and Mr. Putney seconded the motion with the suggestion to include CTE in the Growth and Diversification Plan update in August to refine regional assets into a workforce for the 21st century. All approved the motion.

Project Three: Regional Entrepreneurship Initiative, Valleys Innovation Council (VIC)

Council Questions and Discussion:

Dr. Scott Tate (OED) provided a summary of staff review and expert feedback of the project. Ms. Meredith Hundley (Applicant) provided a summary of the project. VIC applied to be the “entrepreneurial quarterback” for Region 2 as outlined in the TEconomy Partners “Regional Entrepreneurial Assessment Project: Final Briefing Report”. Valleys Innovation Council has already



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begun to engage in some capacities outlined in the report and requests increased operational capacity through additional staff to engage in more of these ecosystem building activities supported by a \$299,961 GOVA REI grant. Mr. Armstrong inquired on how VIC is currently funded with Ms. Hundley replying current funding is through a grant provided by Carillion Clinic and Virginia Tech with 20% local government match from Botetourt and Roanoke Counties and the City of Roanoke. Mrs. Petrine questioned about dividing each sub region up instead of working on the region as a whole and Ms. Hundley stated that once each sub region was analyzed, they'd analyze the region as a whole. Mr. Foster noted the lack of support from the Lynchburg area and wanted to see more outreach in the Lynchburg area. Mr. Iannello suggested the use of the Council members from the Lynchburg region to support outreach in that area. Chairman Smoot made a motion to carry over the VIC proposal to the August Council meeting with the intention that the Council gives special consideration to the state expectations listed in Council's packet and that there be further conversations with entrepreneurial agencies in Lynchburg region. Chairman Smoot also noted that a focus on entrepreneurial pipeline development needs to be considered in the Growth and Diversification Plan update for August. Mr. Foster seconded the motion and all were in favor.

Project Evaluations

Staff shared with Council that staff has received two letters of interest and three possible regional projects on behalf of the Council.

Staff presented to Council that all current grantees submitted their quarter one reports to staff and to DHCD. Staff noted projects that needed minor interventions and have followed up with projects to ensure they remain on track.

Growth and Diversification Plan Update

Staff presented to Council their timeline for the G&D Plan update to meet the August deadline. Council requested meetings to be held in July for Council input.

Budget Update

Staff presented to Council an updated support organization budget for FY20 and noted changes from the previous cycle. Dr. Capps moved to approve the budget, Mrs. Petrine seconded the motion, and all approved.

Public Comment





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Chairman Smoot called for public comment. Darlene Burcham, Town of Clifton Forge suggested the Council work with local governments on advertising their areas for young professionals to live and work in to contribute to regional economic development.

Chairman Smoot adjourned the meeting at 12:30pm.



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