

GO Virginia Region 2 Council
Meeting Minutes
October 2nd, 9 a.m. – 11 a.m.

Location: Virginia Western
Room HP210
Fralin Center
3091 Colonial Ave.
SW Roanoke, VA 24015

Council Members in Attendance: Marla Akridge, Ab Boxley, Dr. John Dooley, Dr. Michael Friedlander, William Fralin (before 9:50 a.m.), Don Halliwill, Mike Hamlar, Dr. Brian Hemphill, Dr. Victor Iannello, John Putney, Dr. Ray Smoot

Council Members in Attendance via Conference Call: Sandy Davis, William Fralin (after 9:50 a.m.)

Others in Attendance: Duncan Adams, Amy Balzer, Traci Bildo, Darlene Burcham, Paul Comes, Dr. Sam English, Rebekah Gunn, Chris Head, Marilyn Herbert-Ashton, Marty Holiday, John M. Hull, Chris Hurst, Devon Johnson, Marc Nelson, Dr. Bobby Sandel (for first 15 minutes of meeting), Samantha Steidle, Dr. Scott Tate, Rick Weaver, Sheri Winesett, Dwayne Yancey

- I. Call to order
 - a. Chairman Smoot convened the meeting of the GO Virginia Region 2 Council on October 2, 2017 at Virginia Western at 9:10 a.m.
 - b. Chairman Smoot introduced Dr. Bobby Sandal, president of Virginia Western Community College, who welcomed the Council to Virginia Western.
- II. Approval of previous meeting minutes
 - a. Dr. Smoot noted that the board packet contains meeting minutes from the last meeting. All those Council members present voiced support for the minutes.
- III. Discussion of application for GO Virginia funding
 - a. Dr. Smoot noted that the board packet includes a copy of the proposed grant application document and asked Dr. Tate to provide an overview of the document.
 - b. Discussion of grant application timeline: Mr. Fralin, asked for clarification on the timeline (specifically, on the reason for a rolling application deadline) and on the different GO Virginia funding pools. Dr. Iannello asked if the Council would choose to award funding before the final deadline date. Dr. Dooley noted that the Council might choose to allocate certain funding amounts for different time periods rather than waiting until the rolling deadline has passed to award all the funding, suggesting that the Council plan to allocate \$500,000 for the first round

of applicants to be addressed at the December meeting. Other Council members noted that they would not be required to distribute all of that amount at that time. Mr. Hamlar added that this idea might allow the Council to make progress quickly, which would be good for raising awareness of the program and for reporting to the state.

- c. Discussion of letter of interest (LOI) process: Mr. Boxley asked for clarification on the purpose of the LOI. Dr. Friedlander asked if there is a hard deadline for LOIs. Dr. Iannello noted that it is important for Council staff to solicit feedback from council members when evaluating LOIs and giving feedback to potential applicants. Dr. Tate added that Council staff can provide updates on LOIs and plans to incorporate working groups to provide subject-matter expertise.
 - d. Discussion of funding match requirements: Dr. Smoot directed the Council's attention to the portion of the funding application that discusses funding match requirements and noted that the definition of localities is governments, not state institutions. Ms. Akridge asked for clarification on the definition of "support" in the regulation stipulating "support" from two localities. Dr. Dooley asked for clarification on the need for localities to support a project and the possibility of waiving this rule if a project serves more than 50% of the population.
 - e. Evaluation process: Dr. Tate noted that Council staff can make the requested change to the rolling application deadline and set the due date for applications for the first round of funding as November 8. Dr. Hemphill asked for clarification on how applications will be evaluated once they're received. Mr. Hamlar asked for clarification on the timeline of evaluation after applications are received. Dr. Smoot suggested that the Council plan to meet in early December, which would allow enough time for applications received by November 8 to be evaluated by subject matter experts and sent to Council members, taking into account the Thanksgiving holiday.
 - f. Discussion of discretionary money: Dr. Iannello noted that there was 300k that could be redirected from staff activities to project activities and asked if it is possible to redirect that amount to projects.
 - g. All those Council members present voiced support for the plan with the amended rolling deadline.
- IV. Discussion of Communication and Outreach plan
- a. Dr. Tate provided an overview of Council staff's plan for outreach and communication. Dr. Smoot asked for ideas about how the Council can advertise the program. Dr. Hemphill asked if the Council should plan to host the October kickoff at same time as the October 30 meeting. Dr. Iannello asked for clarification on the audience targeted by the Communications and Outreach plan. Mr. Hamlar asked if Council staff has budgeted for/plans to use paid media advertising and noted that the date for the kickoff meeting needs to be scheduled as soon as possible.

- b. Discussion of online application materials: Ms. Akridge asked if the funding application is currently online. Mr. Hamlar noted that the Council needs to plan to accept paper applications and needs to set specific guidance on postdates for paper applications.
 - c. Discussion of social media: Mr. Boxley noted that the council represents many different organizations and a social media package/guidance would be helpful for those organizations to use as they post content promoting the program.
- V. Discussion of inquiries as of October 2
 - a. Dr. Tate notes that Council staff has so far received eleven inquiries (including five formal letters) split between working group areas.
 - b. Dr. Smoot noted that Council members will need to direct applicants who reach out to them to the website, which will be updated with the deadline for applications.
 - c. Mr. Boxley asked for clarification on the timeline for when Council members will see applications and reiterated that it's important for Council members not to discuss projects amongst themselves. Dr. Smoot added that Council members should review the state guidance on conflicts of interest and prepare to recuse themselves from Council evaluation of projects that could present a conflict of interest.
- VI. Discussion of Council Vacancies
 - a. Dr. Hemphill asked if the Council will need to appoint a new chair of the Technology working group.
 - b. Dr. Smoot noted that the Council has a vacancy for each of the three regions. Dr. Smoot said he will take responsibility for coordinating amongst New River Valley members. Dr. Smoot asked that Mr. Boxley take responsibility for doing this in the Roanoke region and Mr. Putney take responsibility for doing this in the Lynchburg region.
- VII. Public Comment
 - a. Dr. English asked how "big or bold" projects are expected to be and when we might expect additional guidance from state that would help us triangulate that.
 - b. Ms. Burcham noted that it's important for the Council to schedule a meeting in Alleghany County and added that Alleghany County is not very far away.
- VIII. Dr. Smoot adjourned the meeting at 10:30 am.