



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

GO Virginia Region 2

GO Virginia Region 2 Executive Committee Meeting Minutes

October 08, 2019, Roanoke Higher Education Center, 108 N Jefferson St, Roanoke VA 24016 RM 701A

Executive Committee Council Members Participating Remotely: Ray Smoot

Executive Committee Council Members in Attendance: AB Boxley, John Williamson, Sandra Davis, Beverly Dalton

Council Members in Attendance: Victor Iannello, Terry Jamerson

Staff in Attendance- Scott Tate, Rachel Jones

Additional Attendees- Mary Miller (Executive Director, RAMP), Michelle Darby (Salem- Roanoke Chamber- Commerce), Marc Nelson (City of Roanoke), Aisha Johnson (City of Roanoke), Greg Feldmann (Valleys Innovation Council), Meredith Hundley (Valleys Innovation Council), Todd Nuckols (Lighthouse Labs), Carole Tarrant (Virginia Western Community College), Jenna Lazenby (B2C Enterprises), Molly Doyle (B2C Enterprises), Meredith McKenzie (B2C Enterprises), Mark Husband (Montgomery County Public Schools), John Phillips (Roanoke- Blacksburg Technology Council)

The meeting convened at 10:33am and adjourned at 12:03pm

Discussion Items:

Membership Update:

The committee provided a membership update regarding vacancies on council with two individuals identified to possibly fill openings. Kimball Payne is a retired Lynchburg city manager, currently employed with Berkeley Group. Ms. Dalton moved to advance the nomination to the full council with Mr. Williamson seconding the motion. All were in favor and none opposed.

Chairman Smoot discussed Amy Ankrum who is the current CEO of Qualtrax, a software firm in Blacksburg that is partially owned by Fox Guard Solutions. Mr. Williamson moved to advance the nomination to the full council with Ms. Dalton seconding the motion. All were in favor and none opposed. Nominees are Mr. Payne and Ms. Ankrum.



OUTREACH & INTERNATIONAL AFFAIRS
VIRGINIA TECH.

702 University City Boulevard
Mail Code (0373)
Blacksburg, Virginia 24061
P: (540) 231-5278
dwaddell@vt.edu
<https://econdev.vt.edu>



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

GO Virginia Region 2

Marketing Update:

Jenna Lazenby, Meredith McKenzie, and Molly Doyle provided a marketing update from B2C Communications. They are producing three written success stories accompanied by brief video vignettes, along with a more extended video that will share the message and enthusiasm surrounding the GO Virginia initiative, and a strategy for disseminating the content that includes social media and a press conference.

New Projects:

Classrooms to Careers led by Mark Husband, Director of CTE Program and Business Partnerships.

GOVA Request: \$225,000

Matching Funds: \$276,700

GOVA Localities (Financial Participation): Montgomery, Floyd, Giles

Overview: Classrooms to Careers is a partnership with Montgomery, Floyd, and Giles counties that will connect teachers and students to local Information Technology businesses, raising students' awareness of IT career opportunities in the New River Valley and preparing them for the further education and training needed to pursue those opportunities successfully. Project activities will include business partners serving as curriculum and industry certification advisors for teachers as well as presenting classroom information sessions on IT careers, bring student field trips to the connected business partner's work environments, and will advance IT students participating in small-group job shadowing and will assist IT students in obtaining meaningful employment experience.

Sustainability/ROI: The project includes five local employers who have committed to creating twenty meaningful IT employment opportunities for high school students. Over the long-term, by establishing connections with local students while they are still in high school will allow businesses to provide instruction, mentoring, and support to increase the number of talented high school students who seek IT employment in the NRV after graduating high school and college. The project seeks to strengthen the pipeline from all levels of education to IT careers in the region by leveraging the untapped workforce development potential of our high schools, increasing the completion of relevant degrees, and increasing employer engagement. There is a plan for cohorts to continue after the grant period, with the intent to secure increased employer and county financial commitment after the program value has been demonstrated.



OUTREACH & INTERNATIONAL AFFAIRS
VIRGINIA TECH.

702 University City Boulevard
Mail Code (0373)
Blacksburg, Virginia 24061
P: (540) 231-5278
dwaddell@vt.edu
<https://econdev.vt.edu>



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

GO Virginia Region 2

Virginia Accelerator Network, led by Todd Nuckols, Lighthouse Labs

GOVA Request: \$1,907,067

Matching Funds: \$2, 500,000

NOTE: This is a statewide competitive proposal and would include both Regions 2 and 4, with 4 being the lead Council for state submission. In terms of budget, Region 2 operations and capital would total \$1,509, 450.

Region 2 GOVA Localities (Financial Participation): Roanoke City, Roanoke County, Botetourt County, Salem City, Montgomery County

Lighthouse Labs is the primary grant participant through the fiscal agent Activation Capital. The project includes the Roanoke Blacksburg Technology Council in requesting \$1.6 million in support of Virginia's first state- wide integrated accelerator network. Mr. Nuckols discussed the grant that will enable key personnel positions to be created and existing positions to continue proven work in startup development. The grant will assist in creating and maintaining appropriate spaces for the execution of all programming. The grant will support the expansion of successful higher education programming to build and retain talent already in the Commonwealth. Finally, the grant allows the acceleration entities involved to use matching funds in directly financing startups, catalyzing significant private investment in new business creation.

Sustainability/ROI: The project will launch a minimum of 30 startups over two years, certify 400 students in next-generation skills, spur at least \$4.5 million in investment, assure best practices for high-growth startup development are observed, and oversee the creation of 115 jobs through startup development. An array of possible sustainability pathways are described including network membership models, increased corporate philanthropy, fee-based service provision, founder exits, anchor tenant space provision, and public sector ongoing partnership investment.

Under Review Projects:

Mr. Williamson led the discussion on the Regional Entrepreneur Initiative. As charged by Council, he and support organization staff, along with Lynchburg area representatives met with the Valleys Innovation Council (VIC) and spoke with them concerning their application, and how they would seek to engage and work with each of the sub-regions.

Mr. Feldman offered a brief presentation on the VIC proposal and the steps they had taken to be responsive to Council concerns per engaging the sub-regions and advancing regional capacity. VIC

702 University City Boulevard
Mail Code (0373)
Blacksburg, Virginia 24061
P: (540) 231-5278
dwaddell@vt.edu
<https://econdev.vt.edu>



OUTREACH & INTERNATIONAL AFFAIRS
VIRGINIA TECH.



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

GO Virginia Region 2

requested \$299,995 in GO Virginia funding with the match of \$150,004.00 (meeting the 50% match requirement for REI projects, which differs from the regular 1:1 requirement).

Mr. Williams motioned that the Executive Committee endorse VIC's revised proposal. Ms. Davis seconded the motion. All were in favor.

Mr. Tate shared with members the possibility of one additional application, a reworking of the Central Virginia Training Center proposal from the Lynchburg Regional Business Alliance. State staff just provided additional guidance on reworking that proposal.

State Level Communications:

Vice-chair Boxley and Scott Tate shared items from the state, including a new update on state broadband policy which opens a window for GO Virginia funding for planning projects and middle-mile infrastructure projects. (View attached document).

Chairman Smoot shared information on a letter to the state board from Region 8 Chair, Tom Rust. The letter raised some concerns with GO Virginia and offered suggestions for policy change. Some of the issues were specific to Region 8.

Staff Updates:

Mr. Tate briefly updated members on a state board hold on site projects pending the completion of a VEDP sites study.

Mr. Tate shared information on December networking event in Richmond and the state's new GO Virginia staff director, Sara Dunnigan, will be attending the October Region 2 Council Meeting.

Meeting adjourned at 12:03 pm



OUTREACH & INTERNATIONAL AFFAIRS
VIRGINIA TECH.

702 University City Boulevard
Mail Code (0373)
Blacksburg, Virginia 24061
P: (540) 231-5278
dwaddell@vt.edu
<https://econdev.vt.edu>



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

GO Virginia Region 2



Board Policy #8

TITLE: Use of GO Virginia Funds for Investments in Broadband

EFFECTIVE DATE: 09/10/2019

AUTHORITY: § 2.2-2486 - §2.2-2489 of the Code of Virginia

POLICY STATEMENT: It is the policy of the Virginia Growth and Opportunity Board that funds may be used for projects supporting regional broadband planning efforts focused on private sector service provisions as localities prepare to use taxpayer dollars to incentivize private sector broadband infrastructure build out. The Board will only require a 50% local match for regional broadband planning efforts given the exceptional economic opportunity of these projects. Further, Virginia Growth and Opportunity funds may be used for middle mile broadband infrastructure projects, including but not limited to fiber and conduit, which extend telecommunications networks, in partnership with the private sector, and focus on meeting the business needs of a community. The Board will consider future applications that leverage broadband deployment with digital literacy and internet relevance programming connected to business growth and expansion opportunities. Both of these funding opportunities should meet normal match requirement.

It is the policy of the Virginia Growth and Opportunity Board that funds shall not be used for broadband projects focused on providing direct or retail broadband service to customers (also known as "last-mile").

APPROVAL AND REVIEW: This Board policy was reviewed and approved on 09/10/2019.

SUPERSESION: This Board policy is new.

DHCD DIRECTOR: Erik Johnston



OUTREACH & INTERNATIONAL AFFAIRS
VIRGINIA TECH.

702 University City Boulevard
Mail Code (0373)
Blacksburg, Virginia 24061
P: (540) 231-5278
dwaddell@vt.edu
<https://econdev.vt.edu>