



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

GO Virginia Region 2

GO Virginia Region 2 Executive Committee Agenda

September 27, 2018 1:00pm, 108 N Jefferson St, Roanoke, VA 7th Floor Board Room

Discussion Items and Recommendations Needed for Council

- Review of Council Bylaws
- Project Pipeline Discussion
 - RFP Marketing
 - Anticipated Funding Requests
 - Funding Request Pipeline
- Council Vacancies
- Other Council Business

Update Items and Feedback Needed for Staff

- Speakers Bureau Update



OUTREACH & INTERNATIONAL AFFAIRS
VIRGINIA TECH.

OFFICE OF ECONOMIC DEVELOPMENT

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Virginia Growth and Opportunity Region 2 Council

BYLAWS

ARTICLE I PURPOSE

The Virginia Growth and Opportunity Regional Council (hereafter referred to as “Council”) is a public body certified by the Virginia Growth and Opportunity Board to receive grants pursuant to Code of Virginia section 2.2-2485 the Virginia Growth and Opportunity Act (hereafter referred to as “GO VA”). The Council will be supported by an existing or newly established organization that engages in collaborative planning or execution of economic or workforce development activities within a region to support the Council’s activities and to ensure proper administration of the Council’s funds.

ARTICLE II DUTIES AND RESPONSIBILITIES

Section 1 Duties of the Regional Council

The Council shall:

1. Work in a collaborative manner, respecting all points-of-view, while soliciting and reviewing proposed projects for recommendation to the GO VA Board.
2. Demonstrate extensive knowledge of the region’s potential for growth that lead to higher paying jobs. Identify economic/regional projects that support or encourage collaboration and yield significant new job creation.
3. Review and understand the authority, governance, and administrative role of the GO VA Board in certifying qualified regions and regional councils; including how the Board develops and implements guidelines or procedures for such certification.
4. Partner with existing or newly established economic/workforce development organizations to create focused collaborative projects or programs consistent with the Council’s economic growth and diversification plan.
5. Identify the region’s economic growth potential independently or in partnership with neighboring regions. Identify the competitive advantages for collaboration with private-sector investments to accelerate job growth/economic development.
6. Advise the Board on best practice initiatives, projects, etc. that encourage collaboration and yield measurable outcomes for job growth in the region.
7. Have the authority to enter into agreements through the support organization in order to pursue the goals and objectives of the Virginia Growth and Opportunity Act pursuant to the Code of Virginia and guidelines adopted by the Board.

8. Adhere to the Freedom of Information Act (FOIA) and the Conflict of Interest Act (COIA) except as exempted pursuant to §2.2-3711.A.48 of the Code of Virginia.
9. Provide for public participation as directed by the Code of Virginia and the Board.
10. Conform with guidelines as adopted by the Board.

ARTICLE III MEMBERSHIP

1. The Council should include representatives from (i) the education sector, which include school divisions, community colleges, public institutions of higher education, and private institutions of higher education as appropriate; (ii) the public economic and workforce development sector; (iii) local government; (iv) planning district commissions; (v) nonprofit organizations; and (vi) other entities that significantly affect regional economic or workforce development. The distribution of the primary residence of members should approximately match the distribution of population among the areas that make up Region 2. Membership may include one or more non-legislative citizen members of the Board from the region. A majority of the members of the Council shall be from private sector with demonstrated significant private-sector business experience. The Council shall be chaired by a citizen member from the region with significant private-sector business experience.
2. The Council will consist of up to 30 members. The Board will approve the member selection process, structure, composition, and leadership to meet the requirements of COV section 2.2-2485 of the Virginia Growth and Opportunity Act and the guidelines set forth by the Board. Council membership is subject to Board review and approval.
3. Council members shall have knowledge of workforce and economic development.
4. Council members shall serve staggered three year terms as determined by the Council. Council members shall not serve more than (2) consecutive three year terms. A Chair and Vice Chair are elected from the council membership for terms of two years, which will count against the limit of two (2) consecutive three year council terms. If the council terms of a Chair or Vice Chair expire during their leadership service the Council may be extended their council membership to the end of their terms as Chair or Vice Chair.
5. A vacancy on the Council shall be filled per guidelines established by the Council as carried out by the Executive Committee referenced in Article VIII of this document.
6. A Council member may be removed by the Board with a majority vote. Notice must be provided to Council members 7 days in advance of a meeting where a removal action is on an agenda. The reasons for removal must be documented by the Council.
7. Council members are expected to participate in all meetings of the council. Absence from more than 50% of meetings in a fiscal year may constitute grounds for removal.

ARTICLE IV

MEETINGS

1. The Council shall meet on a regular basis and at a minimum quarterly at a predetermined location and time. The meeting notice of time, location and purpose shall be given to all Council members at least 7 days prior to the date of meeting.
2. The Council will meet all of the Code of Virginia public meeting requirements (§2.2-3707). Meetings will be advertised a minimum of three business days in advance of the meeting at the following locations: the administrative offices of the support organization and administrative offices of individual meeting locations.
3. Attendance of a majority of Council members shall constitute a quorum and, unless a greater proportion is required by the Board for a particular act/vote, the majority vote of the Council present and voting at any meeting, at which there is a quorum, shall constitute the Act of the Council.

ARTICLE V

PARLIAMENTARY PROCEDURE

In all matters of procedure not specifically covered by these By-Laws, the most recent edition of Roberts Rules of Order shall be observed.

ARTICLE VI

ORGANIZATION

1. During the inaugural meeting, the Council shall elect from among its members, a Chair and a Vice-Chair. The Chair and Vice Chair shall be a Council member with significant private-sector experience.
2. The Chair shall preside over all meetings. The Vice-Chair shall preside over all meetings in the absence of the Chair.

ARTICLE VII

SUPPORT ORGANIZATION

1. The support organization can be a new or existing organization with purposes and competencies including collaborative planning, economic development, or workforce activities within the region.
2. The support organization may provide data analysis, review of best practices, review and analysis of project proposals, and other duties as determined by the Regional Council.
3. The support organization will make project recommendations to the Regional Council for submission to the Board and will be responsible for monitoring the impacts of projects in carrying out the economic growth and diversification plan.
4. The support organization will be responsible for the receiving, use of, and auditing of funds received.
5. The support organization will have a contract with the regional council that provides for its role as outlined above.

ARTICLE VIII

SUBCOUNCIL ORGANIZATION

The Council may appoint all committees as deemed necessary to meet the Council requirements of COV 2.2-2485; the Virginia Growth and Opportunity Act and to fulfill the duties of the Council. In addition, the Council shall create an Executive Committee. The distribution of the primary residence of members of the Committee should approximately match the distribution of population among the areas that make up Region 2. The Committee will have the authority to act judiciously on behalf of the Council when time sensitive matters occur before a meeting of the full Council can be called. The Committee's meetings are subject to the Code of Virginia public meeting requirements (§2.2-3707) except as exempted pursuant to §2.2-3711.A.48. Minutes must be reported and distributed within 10 days of a Committee meeting. A report from the Executive Committee will be a standing agenda items for all full meetings of the Council. The Executive Committee will present a slate of officers, potential new members, and recommend to the council persons to fill vacancies on the Council. Council members from each area within Region 2 will be polled by the Committee with respect to vacancies occurring in their area. Following a vote by the full Council nominees are forwarded to the state board for approval.

Each committee shall appoint a Chair and set meeting dates, times and locations. The duties of each committee member shall be implied by the name and function of the committee. Each committee shall have only the powers specifically designated to them by the Council. Each committee shall report to the full Council.

ARTICLES IX

BYLAWS

The bylaws shall not be amended, modified or replaced except by a majority action of the Regional Council in an official meeting. Action on amended bylaws may not take place at the meeting in which they are introduced. Action on amended bylaws shall take place a minimum of thirty days after their introduction. The bylaws shall be amended to conform to statutory requirements as required. The Board shall review and approve amendments to the Bylaws.

SEVERABILITY

In the event that any portions of the bylaws are deemed invalid, the remaining portion shall stand.

GO Virginia Region 2

Plan for Outreach and Communication

SUMMARY

Outreach for GO Virginia Region 2's RFP process includes:

1. Reaching parties who may be interested in submitting proposals for projects
2. Reaching the general public to encourage interest in the GO Virginia program

REACHING PARTIES WHO MAY BE INTERESTED IN SUBMITTING PROPOSALS FOR PROJECTS

In order to reach parties who may be interested in submitting proposals, GO Virginia Region 2 will engage in a social media campaign targeted at relevant organizations, distribute an official RFP email solicitation to our email list, and hold a series of RFP public meetings to advertise the program and provide in-person answers to questions about the proposal process.

Social media campaign

Using the Virginia Tech Office of Economic Development Twitter and Facebook accounts, GO Virginia Region 2 will post content highlighting key findings in the Growth and Diversification plan and reminding followers that the RFP process is now open.

Twitter and Facebook content is provided in Appendix: Proposed Social Media Content

RFP email

Draft email to the long email list by August 2018:

Hello,

GO Virginia Region 2 is pleased to announce a request for proposals for projects related to our priority areas for growth as outlined in our Growth and Diversification plan.

A document describing our RFP process is attached. Please contact John Provo jprovo@vt.edu with any questions.

Thank you,

Go Virginia Region 2

RFP public meetings

Council staff will hold a series of three “RFP Community Meetings” beginning with an “RFP Kickoff Meeting” in mid-October.

These meetings will be held in locations around the region, including Dublin, Lynchburg, and Clifton Forge (or Covington). By holding these meetings around the region, Council staff hopes to attract local leaders and potential applications who might not be able to travel to meetings of the Regional Council (which, for scheduling reasons, have been disproportionately located in Roanoke).

The first RFP Community Meeting (called the “RFP Kickoff Meeting”) will serve as an opportunity to introduce the RFP process to the public and press.

A proposed schedule of these RFP Community Meetings includes:

1. A brief introduction to the GO Virginia program (for those who may be unfamiliar with it)
2. An overview of the Growth and Diversification plan
3. An introduction to the RFP process
4. Time for questions and answers about the GO Virginia program and RFP process

Council Staff will work to attract local leaders who might be interested in these meetings by reaching out to council members and others who are geographically relevant to each meeting location and asking them to forward a meeting announcement to their networks.

Proposed meeting announcement for RFP Community Meetings:

Good morning/afternoon,

On behalf of GO Virginia Region 2, we would like to extend an invitation to join us for an RFP Community Meeting to be held [date, time, location].

At this meeting, staff and GO Virginia Region 2 Council Members will provide an introduction to the GO Virginia program, an overview of our region’s Growth and Diversification plan, and information about the GO Virginia RFP process.

This meeting is open to the public. Please feel free to forward this email to others!

More information about the GO Virginia program can be found at: [links to state website, VT OED website, and Roanoke Times articles]

Thank you,

GO Virginia Region 2

ROADSHOW

VT OED Communicator will work with Council members and staff to provide talking points for local/regional speaking opportunities. VT OED Communications Coordinator will contact local governments and regional organizations about disseminating links or information about GOVA funding in their own marketing materials, newsletters, web-sites.

REACHING THE GENERAL PUBLIC

Press Release

VT OED Communicator will draft and disseminate a press release to be released to local media outlets and regional university news sites.

GENERAL MARKETING

VTOED (Provo, Tate, and team) will work with PDCs to organize and plan a meeting of local government administrators and/or elected officials to discuss GOVA funding opportunities.

VT OED (Provo, Tate, and team) will conduct and offer individualized outreach (phone calls, consultations, etc.) to possible applicants particularly from those areas that were less represented in year 1 activities (technology-related; K-12; local governments)

VT OED (Provo, Tate, and team) will look for opportunities to visit and speak with existing audiences, and already planned events that might include GOVA-eligible applicant.

Name	Company/Agency	Sector	Region
Armstrong, Fred	Wiley Wilson	Private Sector Small	Lynchburg
Capps, John, Dr.	Central Virginia Community College	Education	Lynchburg
Craig, Kenneth	Liberty University	Education	Lynchburg
Dalton, Beverly	English Construction	Private Sector Small	Lynchburg
Foster, Watt	Foster Fuels	Private Sector Large	Lynchburg
Merryman, Floyd	Sonny Merryman (transportation)	Private Sector Large	Lynchburg
Putney, John	Town of Bedford IDA	Local Government	Lynchburg
Tibbs, E.W.	Centra Health	Private Sector Large	Lynchburg
Davis, Sandy	BCR Property Management	Private Sector Small	New River Valley
Dooley, John	Virginia Tech Foundation	Education	New River Valley
Fleming, Michael	TORC Robotics	Private Sector Small	New River Valley
Hemphill, Brian, Dr.	Radford University	Education	New River Valley
Muscatello, Marty	FoxGuard Solutions	Private Sector Small	New River Valley
Smoot, Ray	Union Bank and Trust	Private Sector Large	New River Valley
VACANT			New River Valley
Akridge, Marla	Alleghany Highlands Economic Development Corporation	Non-Profits	Roanoke Valley/Alleghany Highlands
Amos, Eddie	Meridium from GE Digital	Private Sector Large	Roanoke Valley/Alleghany Highlands
Bishop, Nathaniel	Jefferson College	Education	Roanoke Valley/Alleghany Highlands
Boxley, Ab	Boxley Materials Company	Private Sector Large	Roanoke Valley/Alleghany Highlands
Fralin, William	Medical Facilities of America	Private Sector Large	Roanoke Valley/Alleghany Highlands
Friedlander, Michael	VT Carilion Research Center	Education	Roanoke Valley/Alleghany Highlands
Halliwill, Don	Carilion Clinic	Non-Profits	Roanoke Valley/Alleghany Highlands
Hamlar, Mike	Hamlar-Curtis Funeral Home, PAC director	Private Sector Small	Roanoke Valley/Alleghany Highlands
Iannello, Victor	Radiant Physics, Radiant Ventures (R&D)	Private Sector Small	Roanoke Valley/Alleghany Highlands
Jamerson, Terry	Roanoke Times	Private Sector Small	Roanoke Valley/Alleghany Highlands
Lawrence, Pareena	Hollins University	Education	Roanoke Valley/Alleghany Highlands
Petrine, Debbie	Commonwealth Care of Roanoke, VT BOV	Private Sector Large	Roanoke Valley/Alleghany Highlands
Snead, Georgeann	EDM Inc.	Private Sector Small	Roanoke Valley/Alleghany Highlands
Williamson, John	RCG Resources	Local Government	Roanoke Valley/Alleghany Highlands

UNDECIDED 30th Position

EXECUTIVE COMMITTEE

Ab Boxley

Ray Smoot

E.W. Tibbs

John Williamson

Sandy Davis

Monday	Tuesday	Wednesday	Thursday	Friday
			1 Town of Floyd, 6:30pm Town of Pamplin, 6pm	2
3 Roanoke, 2pm	4 Alleghany County 7pm Amherst County, 1pm Campbell County, 6pm Floyd County, 8:30am Town of Pulaski, 7pm Town of Vinton, 7pm	5 Giles County, 3pm	6 Craig County, 6pm Town of Fincastle, 7pm Town of Pearisburg, 7:30pm	7
10 Radford, 7pm Salem, 7:30pm Montgomery County, 7:15pm Town of Buchanan, 7pm Town of Narrows, 7pm Town of Rich Creek, 6pm Town of Rocky Mount, 7pm	11 Covington, 6:30pm Roanoke County, 3pm Town of Bedford, 7pm Town of Altavista, 7pm Town of Blacksburg, 7:30pm Town of Christiansburg, 7pm Town of Boones Mill, 6pm Town of Clifton Forge, 7pm	12	13 Town of Floyd, 6:30pm	14
17 Roanoke City, 7pm Town of New Castle, 7pm	18 Amherst County, 1pm Franklin County, 1:30pm Town of Vinton, 7pm	19	20 Giles County, 6:30pm Town of Iron Gate (No time Listed)	21

<p style="text-align: right;">24</p> <p>Bedford County, 7pm Radford, 7pm Salem, 7:30pm Montgomery County, 7:15pm</p>	<p style="text-align: right;">25</p> <p>Botetourt County, 2pm Floyd County, 7pm Pulaski County, 7pm Roanoke County, 3pm Town of Bedford, 7pm Town of Blacksburg, 7:30pm Town of Christiansburg, 7pm Town of Boones Mill, 1pm Town of Clifton Forge, 7pm</p>	<p style="text-align: right;">26</p> <p>Lynchburg, 7:30pm</p>	<p style="text-align: right;">27</p>	<p style="text-align: right;">28</p>
<p style="text-align: right;">29</p>	<p style="text-align: right;">30</p>			

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<p style="text-align: right;">1</p> <p>Roanoke City, 2pm</p>	<p style="text-align: right;">2</p> <p>Amherst County, 1pm Campbell County, 6pm Alleghany County, 7pm Floyd County, 8:30am Town of Pulaski, 7pm Town of Vinton, 7pm</p>	<p style="text-align: right;">3</p> <p>Giles County, 3pm</p>	<p style="text-align: right;">4</p> <p>Craig County, 6pm Town of Floyd, 6:30pm Town of Pamplin, 6pm</p>	<p style="text-align: right;">5</p>
<p style="text-align: right;">8</p> <p>Radford, 7pm Salem, 7:30pm Montgomery County, 7:15 Town of Buchanan, 7pm Town of Narrows, 7pm Town of Rich Creek, 6pm Town of Rocky Mount, 7pm</p>	<p style="text-align: right;">9</p> <p>Covington, 6:30pm Roanoke County, 3pm Town of Altavista, 7pm Town Bedford, 7pm Town of Blacksburg, 7:30pm Town of Boones Mill, 6pm Town of Christiansburg, 7pm Town of Clifton Forge, 7pm</p>	<p style="text-align: right;">10</p>	<p style="text-align: right;">11</p> <p>Town of Fincastle, 7pm Town of Pearisburg, 7:30pm</p>	<p style="text-align: right;">12</p>
<p style="text-align: right;">15</p> <p>Appomattox County, 6:30pm Roanoke City, 7pm Town of New Castle, 7pm</p>	<p style="text-align: right;">16</p> <p>Amherst County, 1pm Franklin County, 1:30pm Town of Vinton, 7pm</p>	<p style="text-align: right;">17</p>	<p style="text-align: right;">18</p> <p>Giles County, 6:30pm Town of Floyd, 6:30pm</p>	<p style="text-align: right;">19</p>

<p style="text-align: right;">22</p> <p>Bedford County, 7pm Radford, 7pm Salem, 7:30pm Montgomery County, 7pm</p>	<p style="text-align: right;">23</p> <p>Botetourt County, 2pm Floyd County, 7pm Pulaski County, 7pm Roanoke County, 3pm Town of Bedford, 7pm Town of Blacksburg, 7:30pm Town of Boones Mill, 1pm Town of Christiansburg, 7pm Town of Clifton Forge, 7pm</p>	<p style="text-align: right;">24</p>	<p style="text-align: right;">25</p> <p>Town of Iron Gate (No time Listed)</p>	<p style="text-align: right;">26</p>
<p style="text-align: right;">29</p>	<p style="text-align: right;">30</p>	<p style="text-align: right;">31</p> <p>Lynchburg, 7:30pm</p>		

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