



VIRGINIA INITIATIVE FOR
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IN EACH REGION

GO Virginia Region 2

GO Virginia Region 2 Executive Committee Meeting Minutes

July 16, 2020, 10:00a.m.- 11:30a.m, Zoom Webinar.

Executive Committee members in attendance: Beverly Dalton, Sandy Davis, Ray Smoot (Chair).

Executive Committee members not in attendance: Ab Boxley (Vice-Chair).

Council members in attendance: Eddie Amos.

Staff in attendance: John Provo, Scott Tate, Rachel Jones.

Public in attendance: Kathy Hodges, Meredith Hundley, Megan Lucas, Mary Miller, Jeff Mitchell.

The meeting convened at 10:12 a.m. and adjourned at 11:08 a.m.

Financial Report

Scott Tate began by providing a brief financial report. The council has a remaining balance of \$2.2M. Staff to provide a full financial report during each upcoming meeting of the full council and executive committee.

Proposal Updates

Tate began with a brief overview of proposals to come before council during the upcoming GO Virginia Region 2 Council meeting, to be held on July 30, 2020.

PHRE Mobile App

Tate provided a brief overview of the new project proposal, PHRE Mobile App – A Resource for Helping Small Organizations Confront COVID-19, submitted by the Virginia Tech Institute for Critical Technology and Applied Science. This proposal focuses on the development of a Public Health Readiness Evaluation (PHRE) tool, an easy-to-use mobile application designed to assist smaller organizations by quickly assessing and optimizing their readiness to operate with minimal risk to workers, customers/patrons, and surrounding communities.

The Virginia Tech Institute for Critical Technology and Applied Science request totaled \$63,500, qualifying the proposal to receive funding from the GO Virginia Region 2 Economic Resilience and Recovery program.

ELITE Internship Program

Tate provided an overview of the new project proposal, Experiential Learning in Tech Employment (ELITE) Internship Program, submitted by the Roanoke-Blacksburg Technology Council. The internship



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

GO Virginia Region 2

program intends to strengthen the talent pipeline to meet the Emerging Technologies and IT industry cluster's needs by providing structured internships in our region, in partnership with higher education institutions and Information Technology employers.

The Roanoke-Blacksburg Technology Council request totaled \$290,000 of Region 2 funds.

New River Valley Business Continuity Team

Tate provided an overview of the new project proposal, New River Valley Business Continuity Team COVID-19 Response, submitted by the New River Valley Regional Commission, in coordination with the New River Health District-Virginia Department of Health. This COVID-19 response related proposal will assist businesses directly impacted by an individual testing positive for COVID-19 at their place of business. The New River Valley Business Continuity Team will work to provide employers with 24/7 technical assistance from a multi-disciplinary team, public and employee messaging and education, facility cleaning, certification of best practices and coordination of on-site testing, if deemed appropriate.

The New River Valley Regional Commission request totaled up to \$250,000 of Region 2 funds.

LYH Regional Site Readiness

Tate continued by providing an overview of the new project proposal, Amherst LYH Region Site Readiness, submitted by the Lynchburg Regional Business Alliance. The Lynchburg Regional Business Alliance (LRBA) will support advancement of fifteen publicly owned sites to tier three, four and five. In 2018, the LRBA hired Draper Aden to conduct the Lynchburg Regional Business Alliance Site Readiness Analysis in accordance with Virginia Business Ready Sites Characterization Program. The study analyzed the twelve publicly owned industrial parks in our region to determine the site characterization tier level, as per the Virginia Business Ready Sites Program. The results of the analysis indicated that their ability to recruit industry was hindered by not having pad ready sites available. The Alliance identified the largest sites in each partner locality. The six sites identified required the due diligence completion which included: WOTUS USACE, geotechnical borings, boundary survey, topographic survey, phase one environmental, endangered species review and archeological and architectural review.

The Lynchburg Regional Business Alliance request totaled \$366,572 of Region 2 funds.

PICKS TM

Tate continued by providing an overview of the new project proposal, Profiles to Increase Critical Knowledge for Skills That Matter (PICKS TM), submitted by the New River/Mount Rogers Workforce Development Area Consortium Board. PICKS TM aims to expand our regional capacity by building a foundational system to better understand and communicate knowledge, skills and abilities required to effectively perform specific in-demand jobs of high-growth businesses in targeted industries of GO Virginia Region Two. Utilizing the American College Testing (ACT) Job Profiling system, the program will consult with subject-matter experts at companies to analyze the skills, skill levels, and skill frequency workers need to be successful at certain jobs.



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

GO Virginia Region 2

New River/Mount Rogers Workforce Development Area Consortium Board request totaled \$100,000 of Region 2 funds.

Virginia SBDC Cash Match (Statewide) CY2020-2021

Tate continued by providing an overview of the new project proposal, Virginia Small Business Development (SBDC) Cash Match CY2020-2021, submitted by George Mason University. The Virginia SBDC Network is a statewide program of twenty-six local offices staffed by professional business advisors that provide confidential one-on-one business advising and group training to small businesses and aspiring entrepreneurs in every corner of the Commonwealth. George Mason University manages the Virginia SBDC Network and is funded in part by a cooperative agreement from the US SBA. Since the COVID-19 outbreak began, the Virginia Small Business Development Center (SBDC) Network has been working to facilitate small businesses in Virginia securing federal financial assistance. Some SBDC offices are now in jeopardy if local cash match sources are diminished, which would reduce Virginia's access to recovery resources from the federal government. This GO Virginia Statewide Economic Resilience and Recovery application is a request to provide up to \$1,620,235 in GO Virginia state funds to ensure the Virginia SBDC Network can satisfy the required 50% cash match in order to access the full amount of SBA funding and sustain SBDC services for small businesses.

George Mason University request totaled \$1,620,235 in GO Virginia Statewide Economic Resilience and Recovery Funds.

Chairman Smoot asked if there were any questions. There were none.

Special Updates

Broadband Task Force

Eddie Amos began by providing a brief update from GO Virginia Region Two's Broadband Task Force. The Broadband Task Force was created to review and examine the prospects of 5G technology in Region Two. The working group is led by Frank Smith, President and CEO of the Roanoke Valley Broadband Authority, members include Brenda Van Gelder, Office of the CIO, Virginia Tech, Scott Midkiff, CIO, Virginia Tech, Jeff Crowder, Jeff Reed, Virginia Tech, and Luiz DaSilva, Commonwealth Cyber Initiative, with council member William Fralin acting as Executive Sponsor of the task force. Mr. Amos stated the biggest issue the region currently faces is related to a limited set of network mobile operators controlling the roll out of technology around the country. The goal of the working group is to facilitate the roll out of 5G broadband in Region Two, beginning with a select set of innovation zones leveraging the capacity of Virginia Tech. The goal will be the creation of a reusable infrastructure very similar to the format of the Roanoke Valley Broadband Authority, bringing public and private entities together and working towards the opportunity of 5G roll out in Region Two. The task force is analyzing end-to-end capabilities in innovation zones. The project will facilitate higher paying jobs in target sectors such as networking, security, software development and infrastructure, that will then benefit healthcare, manufacturing, transportation and other areas vital to the growth of the region. No funding is requested at this time.



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

GO Virginia Region 2

Chairman Smoot asked if there were any questions. There were none.

Regional Entrepreneurship Initiative

Meredith Hundley, Valleys Innovation Council (VIC), began by providing a brief update regarding VIC's region two funded project, Regional Entrepreneurship Initiative. VIC has held four coalition meetings, inviting over 100 individuals from across the region, with a total of fifty-three individuals attending, representing thirty-nine organizations across Region 2. Coalition meetings are organized by four sub-regions, Lynchburg, Roanoke Valley, Alleghany Highlands, and the New River Valley. Roanoke Valley and Alleghany Highlands have held two coalition meetings, including a meeting in February, with sixteen attendees, and a virtual meeting in May with twenty-two attendees, representing eighteen organizations. The New River Valley coalition met in May as well, with twenty-two attendees, representing nineteen organizations. The Lynchburg coalition met in early June with seventeen attendees, representing fifteen organizations. As part of phase two of the initiative's efforts the program has identified initial members to participate in a cross-regional steering group. Ms. Hundley announced the initiative has created a "Growing our Regional Innovation + Entrepreneurship Ecosystem" newsletter, with three newsletters released to date, growing from 157 recipients in March to 200 recipients from the recent newsletter. The program is in the process of creating a web presence to advertise relevant documentation to effectively update the public pertaining to the initiative. VIC is currently working to create their sub-regional strategic investment plans, by releasing a stakeholders' survey to entrepreneurial support organizations and local governments, with thirty-five responses thus far. Most responses indicate a critical need for access to capital, with the top industry cluster response being health and life sciences. VIC will distribute a similar survey to entrepreneurs in region two this month. No funding is requested at this time.

Staff Updates

Project Evaluation

John Provo began by stating the quarter one report was included in the information packet and the quarter two report for the months of April-June will be presented to council at the upcoming GO Virginia Region 2 Council meeting, to be held on July 30, 2020. Provo continued with an update regarding projects that may require further attention. Enhancing the Region through New Technology for Unmanned Systems, a funded GO Virginia Region 2 project, will close out this quarter with greater outcomes than previously contracted as well as providing a higher match than required. However, the program did not provide training for as many students as anticipated. Region 2 staff is monitoring closeout procedures with State staff and will address any concerns during the upcoming meeting of the full council. Additionally, Region 2 Talent Collaborative, a funded GO Virginia Region 2 project, has not utilized all funds, subsequently, Region 2 Council is projected to receive some previously allocated funds following project closeout. However, the project has met their outcomes. Region 2 staff are working closely with State staff to determine further action.

Chairman Smoot asked if there were any questions. There were none.



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

GO Virginia Region 2

Proposal Pipeline and Fund Balance

Tate began with a brief overview of the Region 2 project pipeline, stating in addition to the six proposals discussed, there are six additional regional proposals in the pipeline, as well as two additional statewide proposals. Anticipated proposals to come before the council include, but are not limited to, a 5G Broadband project, a project led by Central Virginia Community College, a Virginia Tech proposal, a Carilion proposal, a proposal from the Roanoke Small Business Development Center, a proposal focused on the regional transportation/manufacturing sector, and a multi-regional proposal from Virginia Biotechnology Association. Region 2 staff remains in active discussion with businesses who are anticipated to come before the council during the subsequent meeting, to be held in October.

Chairman Smoot asked if there were any questions. There were none.

Council Business

The Committee reviewed minutes from the Executive Committee meeting held on May 22, 2020. Chairman Smoot asked if there were any questions regarding the minutes, there were none.

Sandy Davis motioned to approve the minutes, with Beverly Dalton seconding. All were in favor and none opposed.

Chairman Smoot inquired about vacancies on the council. Provo stated there are currently two vacancies in the Lynchburg region and three vacancies in the Roanoke Valley/Alleghany Highlands. Vacancies existing on the council will be discussed during the upcoming GO Virginia Region 2 Council meeting.

With there being no further business to come before the committee, adjournment occurred at 11:08a.m.