



GO Virginia Region 2 Executive Committee Meeting Minutes

December 20, 2022, 2:00p.m.- 3:00p.m.

New River Valley Conference Room, Suite 2150, 2020 Kraft Drive, Blacksburg, Virginia, 24060.

Executive Committee members in attendance: Eddie Amos (Vice-chair), Ray Smoot (Chair).

Executive Committee members attending remotely: Beverley Dalton, Sandy Davis.

Staff in attendance: John Provo, Quina Weber-Shirk, Rachel Jones, Julia Kell.

Public in attendance: Billy Gammel.

The meeting convened at 2:04p.m. and adjourned at 2:58p.m.

Staff Updates

Improving public awareness of GO Virginia in Region 2

John Provo began by informing the committee of previous marketing work completed by regional staff, with mention of the January 2020 “Celebrate Success” event, which included a high-end marketing piece, with attendance by regional stakeholders, news outlets, and state staff, among council members and sub-grantees. Regional staff indicated they would like to replicate this event in the fall of 2023. Eddie Amos mentioned highlighting the importance of advertising the work of GO Virginia within the region, stating it would be greatly beneficial to provide quarterly updates to local news outlets such as Cardinal News. Sandy Davis agreed, stating it seems as though articles released by this outlet is reviewed by many. Eddie Amos then suggested releasing stories to the university’s public radio system. Chairman Smoot considered the likeliness of receiving more proposals with better outreach tactics such as those mentioned. Quina Weber-Shirk mentioned some grantees have been proficient with media features, such as the Central Virginia Community College CTE Academy and the Vector Space grants both being featured in a Virginia Economic Review article. John Provo stated program evaluation tactics and communication activities are key to improving public awareness from the regional staff side. Eddie Amos mentioned the upcoming Speaker’s Bureau engagements are exceptional opportunities to share program highlights with regional stakeholders. Beverley Dalton mentioned the possibility of beyond local municipalities, should Region 2 also approach the EDA? Provo agreed that in addition to outreach to any convening bodies, on a local level and sub-regional approach, would be greatly beneficial.

Joint projects with other regions

John Provo began by sharing his interest in convening with regions 1 and 3 to gauge their interest in a multi-regional proposal. Eddie Amos agreed stating if we are able to identify a path forward, it should be a continuous and meaningful approach. Chairman Smoot stated he has seen more activity from Region 3 in regards to a multi-regional proposal. John Provo discussed how one recently funded Region 2



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proposal initially started as a federal EDA submission including multiple GO Virginia regions. John Provo continued stating staff anticipates a similar staged approach from the project team advancing the region's transportation and autonomous vehicle sector through the GO Virginia award. As advised by state staff in Richmond, before a multi-regional initiative can move forward, there must first be a pilot phase to collect data and lessons learned in order to provide a proof of concept for a larger effort. Eddie Amos mentioned there are a lot of common elements between regions 1, 2, and 3, for example, the committee discussed transportation and autonomy, while the Institute for Advanced Technology exists in Region 1, potentially setting the tone for a collaborative grant in the future. Eddie Amos suggested staff meet with the Region 3 support org to explore future multi-regional possibilities.

The meeting adjourned at 2:58p.m.

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