



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

GO Virginia Region 2

GO Virginia Region 2 Executive Committee Meeting Minutes

May 22, 2020, 1:00p.m.- 3:00p.m, Zoom Webinar.

Executive Committee members in attendance: Ab Boxley, Beverly Dalton, Sandy Davis, Ray Smoot.

Council members in attendance: Eddie Amos, Michael Friedlander, Vince Hatcher.

Staff in attendance: John Provo, Rachel Jones.

Public in attendance: Traci Blido, Patrick Giallorenzo, Mike Burnette, Kathy Hodges, Jonathan Sweet, Bill Donohue, Shannon Blevins, Dr. Noelle Bissell, Erin Burcham, Kevin Byrd, Chris McKlarney, Beth Doughty, Jon Lanford, John Edwards, Jill Loope, Elizabeth Povar, Beth Bell.

The meeting convened at 1:05p.m. and adjourned at 2:20p.m.

New Project Review

Re-tooling Virginia Manufacturers for Strategic Industries, GenEdge

Mr. Provo began with an overview of the new project proposal, *Re-tooling Virginia Manufacturers for Strategic Industries, GenEdge*. The project is lead by GO Virginia Region 1, with endorsement from Region 8 and Region 3. GENEDGE will consist of two phases: Phase 1 will focus on the state-wide shortage of personal protective equipment (PPE) and identifying opportunities for other supply chain verticals where re-shoring opportunities emerge. Phase 2 will continue the PPE efforts as well as surround focus on service needs with targeted additional manufacturing industries. The initiative will aim to identify suppliers who express interest in providing PPE and assisting them in evaluation efforts to determine their level of readiness to provide products. GenEdge will then provide a portal that allows companies to express their capabilities and capacities and allows potential buyers or partners the ability to search the data to make connections. Project metrics include, identify suppliers who express interest in providing PPE and helping them evaluate their level of readiness to provide products, provide a portal that allows companies to express their capabilities and capacities and allows potential buyers or partners the ability to search the data to make connections, gain an understanding of the available capacity for production by categories to understand the actual capacity to produce and buy products today, the potential capacity from re-tooling companies to provide products, and additional capacity for either donation or long-term development, have dedicated efforts to provide alternatives to the existing supply. GENEDGE will continue to support these efforts, to include developing the ability to identify and



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capture the population of Virginia company prospects, help them provide products where possible, and pursue re-tooling to address future needs. GenEdge will be addressing this as part of the project's core MEP mission, assuming continuing support from the General Assembly to match their MEP Federal investment. Shannon Blevins from UVA Wise, the support organization for GO Virginia Region 1, and Bill Donohue from GenEdge, provided a detailed overview to the committee as well as an update stating the program has begun regularly meeting with partners who will take on an active role in this state-wide initiative. Ms. Blevins stated Region 1 will initiate an advisory committee, who will meet monthly to guide GenEdge on the program's progress as well as assist the program's efforts to connect with local and regional economic developers. Mr. Donohue addressed questions from the committee regarding regional manufacturer's intentions with re-tooling their deliverables, stating the intent is for the manufacturing firms involved to build an additional operating business within their current business portfolio.

GenEdge request totaled \$2,950,000 of State-wide GO Virginia funds. No Region 2 funds requested.

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

Ms. Davis motioned to approve the project, and Mr. Boxley seconded. All were in favor and none opposed.

New River Valley Business Continuity Team

Mr. Provo provided an overview of the new project proposal, *New River Valley Business Continuity Team* submitted by the New River Valley Regional Commission. In partnership with the New River Health District, the New River Valley Regional Commission is seeking funding to launch and operate a COVID-19 Business Continuity Team (BCT). The team will be comprised of a project manager, medical director with public health training, public relations expert, contract cleaning services, contract nurses to assist with on-site testing and epidemiologists to conduct contract tracing. The BCT will operate in close collaboration with the New River Health District (NRHD). In the event an employer learns about a positive case, the employer may contact the NRHD to discuss their options and next steps. The NRHD will contact the BCT project manager to advise the resources needed and course of action. The majority of businesses will most likely need public relations advisement, on-site cleaning services, and a certificate for public display indicating the business took all actions recommended by the Center for Disease Control and the New River Valley Public Health Task Force. The purpose of the BCT is to provide technical resources to businesses with a team of experts that can directly address the plethora of challenges that may arise from the presence of positive COVID-19 cases at a given establishment or place of employment. The ultimate goal of the BCT is to ensure a safe environment for employers, employees, customers, and the public. Chris McKlarney, Giles County Administrator, Dr. Noelle Bissell, Director, New River Health District and Kevin Byrd, New River Valley Regional Commission, provided a

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detailed overview to the committee pertaining to project expectations and deliverables. Dr. Bissell, Mr. McKlarney, and Mr. Byrd addressed questions from the committee regarding testing implementations taken by the New River Health District as well as questions pertaining to employee health in the workforce.

New River Valley Regional Commission initial request totaled \$100,000 of Region 2 funds with a 50% match from local government CARES act.

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

Mr. Boxley motioned to approve the project, and Ms. Davis seconded. All were in favor and none opposed.

Roanoke Regional Recovery Project

Mr. Provo provided an overview of the new project proposal, *Roanoke Regional Recovery Project* submitted by Roanoke Regional Partnership. The project outcomes would include meeting immediate needs of regional employers related to the COVID-19 crisis, gathering data from roundtables to share with local governments, economic developers and resource providers for training and business resource development, and developing a sustainable business retention and expansion strategy that is COVID-19 centric and adaptive to future disasters. Project metrics include the creation of a recovery coalition to advise and implement recovery-focused resources and programming for sectors that align with GO Virginia's guidelines, round table sessions to quickly engage regional companies in the recovery process, following the round table sessions, the recovery coalition will provide coaching sessions for regional companies, finally, an analysis from the round table and coaching sessions will provide information for the advisory coalition to create a long-term strategy that could include; but not be limited to, expanding regional capacity to coordinate and deliver business support services (that could include PPE) Identifying and connecting critical suppliers of goods and services to reduce service and production disruptions; expanding workplace health and sanitation activities to support continuity of operations; maintaining and managing a remote workforce to keep people employed and productive, developing new industry-aligned on-the-job training program that would meet critical needs, expanding existing training programs that have been identified as mission-critical. Erin Burcham and Beth Doughty from the Roanoke Regional Partnership provided a detailed slideshow presentation to the committee pertaining to project metrics, expectations, and deliverables.

Roanoke Regional Partnership request totaled \$100,000 of Region 2 funds with a local match of \$35,000.

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

Mr. Boxley motioned to approve the project, and Ms. Davis seconded. All were in favor and none opposed.



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Council Business

Mr. Provo provided a brief financial report. The council has a remaining balance of \$1.2 million available within both per-capita and emergency funding.

Mr. Provo notified the committee of a letter of intent from the Lynchburg Regional Business Alliance for a site project that serves as a follow-up to a sites study project previously approved by the council.

Additionally, Mr. Provo stated the Region 2 support staff has continued to engage in active discussion with several businesses who are interested in submitting a letter of intent, including a 5G broadband proposal, a transportation innovation catalyst proposal, around four-five other possible letters of intent from the Lynchburg Regional Business Alliance, as well as multiple other localities interested in discussion.

There being no further business to come before the committee, adjournment occurred at 2:20p.m.



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