



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

GO Virginia Region 2

GO Virginia Region 2 Council Meeting Minutes

October 24, 2019, Greenfield Education and Training Center, 57 S. Center Drive, Daleville, Virginia 24083.

Council Members in Attendance: Marla Akridge, Fred Armstrong, Nathaniel Bishop, John Capps, Kenneth Craig, Sandy Davis, William Fralin, Victor Iannello, Floyd Merryman, Debbie Petrine, John Putney, Ray Smoot, Georgeann Snead, Matthew Stewart, John Williamson.

Council Members not in Attendance: AB Boxley, Beverly Dalton, John Dooley, Watt Foster, Michael Friedlander, Don Halliwill, Mike Hamlar, Terry Jamerson.

Council Members Participating Remotely: Brian Hemphill, Marty Muscatello.

Staff in Attendance: John Provo, Scott Tate, Elli Travis, Rachel Jones, Julia Kell.

Public in Attendance: Meredith Hundley (Valleys Innovation Council), Darlene Burcham (Clifton Forge), Doug Juanarena (GOVA State Board and VIC), Victoria Hanson (Amherst County Economic Development Authority Board), Jonathan Schulz (Montgomery County Public Schools), Mark Husband (Montgomery County Public Schools), Gary Larrowe (Botetourt County), Jeff Halfinger (CTP Advanced Composites), Doug Johnson (CPT Advanced Composites), Mary Zirkle (Town of Bedford), Megan Lucas (Lynchburg Regional Business Alliance), Sara Dunnigan (VADHCD), Laurence Hammack (The Roanoke Times), Aisha Johnson (City of Roanoke), Ken Mcfadyen (Botetourt Office of Economic Development), Greg Feldmann (Valleys Innovation Council), Sam English (Valleys Innovation Council).

The meeting convened at 3:01PM and adjourned at 5:09PM.

Scott Tate (OED) began by giving an overview of the new project proposal "Classrooms to Careers"

Project Review- New Proposal

Mark Husband, Director, CTE Program and Business Partnerships, Montgomery County Public Schools and Jonathan Schulz, Supervisor of Grants and Innovation, Montgomery County Public Schools, provided the Council with a detailed briefing on their IT focused internship proposal. Currently there are five companies committed to the "Classrooms to Careers" project. Meetings are scheduled with two other companies. Businesses will help design a curriculum and develop courses and learning experiences



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including but not limited to: resume building, cover letter set up, small group job shadowing, classroom presentations, site visits to local IT employers, and mock job interviews.

The applicant is seeking to expand the advisory committee with members serving from all three counties involved. The council discussed possible barriers. IT sectors may be reluctant to hire students at competitive pay rates. Sustainability was also a concern. Will companies continue to participate once the benefit of the financial incentive is no longer present? The applicant addressed the council's concerns, stating there will be an evaluation period two years into the program. Many of their companies involved with this project are already hiring college students, but still have talent needs and may not yet see the value of working with high school students.

Employers will have the opportunity to select potential employees for the interviewing process from an applicant system set up to serve all three participating counties- Montgomery, Giles, and Floyd. The students will work 10 to 15 hours part time during school semester and will be offered 40 hours a week during the summer breaks. The council discussed what the appropriate time frame would look like to ensure the students have a strong success rate. "Classrooms to Careers" are requesting \$225,000 of GO Virginia Region 2 funds and have obtained the required matching funds. The project will begin in March/April 2020 with the anticipated completion date of July 1, 2022.

Mr. Williamson moved to approve the project, and Mr. Merryman seconded. All were in favor and none opposed.

Old Proposals

Central Virginia Training Center, (Lynchburg Regional Business Alliance)

Megan Lucas, Executive Director of the Lynchburg Regional Business Alliance, reviewed the project, stating the Central Virginia Training Center is the regional priority for the Lynchburg Regional Business Alliance. Participating localities investing in the effort include the City of Lynchburg and the four surrounding counties Amherst, Appomattox, Bedford and Campbell. The Central Virginia Training Center is currently a state hospital that is mandated to close by June 2020. The center has 350 acres immediately across the river from downtown Lynchburg. The center has 98 buildings and is currently home to around 12 to 14 residents and employs around 125 people to care for those residents. The applicants will contract with HDR, an international architect and design firm headquartered in Omaha, Nebraska with offices located in northern Virginia. The firm has previous experience with projects of this magnitude. They will create a \$500,000 redevelopment plan that will best suit the region and bring higher wage jobs to the City of Lynchburg and the region as a whole. The Region 2 GO Virginia request would support a component of the plan focused on the identification of potential and of strategies to maximize higher wage job creation in Region 2 priority industry sectors. The Lynchburg Regional



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Business Alliance are requesting \$100,000 of GO Virginia Region 2 funds and have obtained the required matching funds. The project will begin following state approval and continue for eight months.

Mr. Iannello motioned to approve the project and Ms. Petrine seconded. All were in favor and none opposed.

Regional Entrepreneurship Initiative (REI), (Valleys Innovation Council)

Greg Feldmann from the Valleys Innovation Council (VIC) presented an updated project proposal. Mr. Feldmann stated that the key deliverable for the state and its regional entrepreneurship initiative is the creation of innovation based, high growth entrepreneurship plan, aligned with the 2019 Region two Growth and Diversification plan. The goal for their proposal is to develop four to five Go Virginia aligned grant projects with resource plans for each. Since VIC's formation, they have traveled across the region meeting with leaders from local government, education, businesses, tech councils and the entrepreneurship community in order to build a network of resource contacts within the region's ecosystem. VIC believes the networking completed has put them in a strong position to serve as a primary resource organization for expanding the region's innovation economy. Mr. Williamson commented that he believes VIC has successfully created a stronger relationship with the Lynchburg community and VIC has improved the application to the point in which the council can move to approve the project. The executive committee reviewed the project and voted to endorse the project to the full council. Due to considerable discussion of this project, the amount of money involved, and the fact that it is very different than the typical project application, Mr. Williamson asked for VIC to be available as needed to attend executive committee meetings so that the executive committee could provide updates to the full council on progress. The Valleys Innovation Council are requesting \$299,995 of GO Virginia Region 2 funds and have obtained the indicated matching funds. The project will begin in January 2020 with the anticipated completion date of December 2021. Chairman Smoot moves the recommendation from the executive committee to the floor to authorize this proposal.

Mr. Williamson motioned for approval with Mr. Capps seconding. All were in favor and none opposed.

State Board Updates

Sara Dunnigan, Deputy Director, Virginia DHCD, shared updates from the State Board. The State Board currently has about 66 active grants including about 21.7 million dollars on the field. Ms. Dunnigan continued by stating that the State Board has liked what they're seeing from this region. Ms. Dunnigan encourages all council members to attend the State Board meeting in December. Ms. Dunnigan



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continued by stating the Chairman has called for a State Regional Leadership Summit immediately following the State Board meeting where they are inviting the State Board alongside Chairs and Vice Chairs to attend and sit down for a structured discussion about certain issues and opportunities regarding GO Virginia moving forward. Following the State Board meeting and the State Regional Leadership Summit there will be a Grant Management breakfast for staff members and DHCD staff to have a working session.

Council Business

Chairman Smoot provided an update regarding re- election of Council members, and stated that there are several members who have indicated their willingness to serve an additional term. He stated that some members have indicated they need more time to decide. Dr. Provo listed the members identified who are eligible for reappointment for up to two full terms as follows Don Halliwill, Victor Iannello, Debbie Petrine, John Dooley, Floyd Merryman and Brian Hemphill. Chairman Smoot announced that Don Halliwill, John Dooley, Debbie Petrine, Floyd Merryman, and Victor Iannello have all indicated that they will serve another term. Mr. Williamson motioned to approve the five members who are willing to serve another term and Mr. Fralin seconded. All were in favor and none opposed.

Chairman Smoot discussed the second membership update being to approve the two new members of the Council discussed at the previous executive committee meeting earlier this month, Amy Ankrum who is filling the position formerly held by Michael Flemming and Eddie Amos who is filling the position formerly held by himself. Mr. Iannello motioned to approve Ms. Ankrum and Mr. Amos with Mr. Williamson seconding. All were in favor and none opposed. The council proceeded to discuss the nomination of Mr. Kimball Payne, former City Manager of Lynchburg, filling a vacancy. Mr. Williamson motioned to approve the nomination with Mr. Capps seconding. All were in favor and none opposed.

Next item of business is approving the meeting minutes from the Council meeting held on August 2nd, 2019 and the Executive Committee meeting held on October 8th, 2019. Chairman Smoot asked if there were any questions regarding the minutes, there were none. Mr. Capps motioned to approve the meeting minutes with Ms. Snead seconding. All were in favor and none opposed.

Communications Update

Bruce Bryan (B2C Enterprises) and Aaron Kellerhause (B2C Enterprises) shared that they have spent the last several weeks interviewing dozens of people who have been involved with funded GO Virginia projects. Aaron stated their goal is to put those stories together and give a broader audience



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introductions they need to better understand GO Virginia. B2C Enterprises are working on three case studies, one being an overview of the broader challenges that GO Virginia is addressing and two others aimed towards the talent and entrepreneurship project. B2C Enterprises will also be organizing a GO Virginia press conference across the region which will include presenting a brief video B2C Enterprises stated they are anticipating a finished product by December.

Project Reporting

Elli Travis reviewed the quarterly report on all existing grantees. Most were on time or ahead of schedule. Staff reported some concerns about the pace of deliverable completion and billing on the Region 2 Talent Collaborative project. Further meetings with the grantee and ongoing monitoring will take place, with reports back to council at future meetings.

Public Comment

Chairman Smoot called for public comment. Darlene Burcham (Town of Clifton Forge) commended the Council on the appointment of Kimball Payne and stated he has an excellent background of experience with local government and economic development. Ms. Burcham expressed her support of the redevelopment plan of the Central Virginia Training Center. Ms. Burcham also expressed encouragement for the Council to hold a future meeting in the Alleghany Highlands.

Chairman Smoot adjourned the meeting at 5:09 PM.



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