

**GO Virginia Hampton Roads
Regional Council**

**MEETING NO. 21
May 6, 2021**

Meeting number twenty-one of the GO Virginia Hampton Roads Regional Council (“Regional Council”) was held Thursday, May 6, 2021, at 10:00am. This meeting was held electronically, pursuant to Governor Ralph Northam’s Executive Order, limiting public gatherings due to the COVID-19 pandemic. Members of the public were invited to participate by phone.

Members Present:

Kenneth Alexander	Maria Herbert
Shawn Avery	Jeffrey Holland
Timothy J. Bentley	Bob McKenna
John R. Broderick	Cheryl McLeskey
Patrick Coady	Jerry Miller
Anne C. H. Conner, Vice Chair	J.D. Myers, II
Marcia Conston	John F. Reinhart
Robert “Bobby” Dyer	Katherine Rowe
Christen Faatz	Jeffery Smith
Thomas R. Frantz, Chair	Bryan Stephens

Members Absent:

R. Bruce Bradley	John Olson
William B. Downey	McKinley Price
Jack L. Ezzell, Jr.	Bruce Thompson
Michael Gentry	Thomas G. Tingle

Staff Present:

James K. Spore, President & CEO, Reinvent Hampton Roads
Donna S. Morris, Executive Vice President, Reinvent Hampton Roads
Gia M. Freeman, Administrative Assistant, Reinvent Hampton Roads

1. Call to Order, Opening Comments and Roll Call

Chairman Tom Frantz welcomed everyone and called the meeting to order at 10:05 a.m. He asked members to refer to the guidelines distributed in the agenda packet. Due to the electronic format of the meeting, the agenda would be limited to essential reports and actions needed. Mr. Frantz asked Ms. Morris to conduct a roll call to determine members of the Regional Council participating. Following the roll call a quorum was confirmed.

2. Approval of February 4, 2021 Regional Council meeting minutes

ON A MOTION MADE AND SECONDED THE REGIONAL COUNCIL APPROVED THE MINUTES OF THE FEBRUARY 4TH MEETING AS PRESENTED IN THE AGENDA PACKET.

3. Report of the Nominating Committee

Mr. Frantz invited Vice Chair Anne Conner to provide the report of the Nominating Committee. Two items to consider for action included the reappointment of Regional Council members whose terms expire June 30th and the approval of officers for the 2021-2022 year. All members eligible for reappointment agreed to serve a three-year term.

ON A MOTION MADE AND SECONDED THE REGIONAL COUNCIL APPROVED THE REAPPOINTMENT OF THE FOLLOWING MEMBERS TO THREE YEAR TERMS EFFECTIVE JULY 1, 2021: MAYOR ALEXANDER, MR. AVERY, MR. BENTLEY, MR. BRODERICK, MR. BRADLEY, MR. COADY, DR. CONSTON, MR. HOLLAND, AND MS. CONNER.

ON A MOTION MADE AND SECONDED, THE REGIONAL COUNCIL APPROVED THE REAPPOINTMENT OF THE FOLLOWING OFFICERS FOR 2021-2022:

MR. THOMAS R. FRANTZ, CHAIR
MS. ANNE C.H. CONNER, VICE-CHAIR
MR. JAMES K. SPORE, TREASURER (President & CEO/Reinvent Hampton Roads)
MS. DONNA S. MORRIS, SECRETARY (EVP, Reinvent Hampton Roads)

4. Region 5 FY 2022 Capacity Building Budget

Mr. Frantz asked Ms. Morris to provide an overview of the proposed FY22 Capacity Building Budget for consideration. The budget line items replicate the budget the Regional Council approved for FY21, except for directing \$ 40,000 of the \$250,000 allocation to cover the anticipated cost to update the Economic Growth and Diversification Plan. If approved the FY22 Capacity Building Budget will be sent to the State by May 31, 2021, for inclusion in the GO Virginia State Board meeting packet.

ON A MOTION MADE AND SECONDED THE REGIONAL COUNCIL APPROVED THE FY2022 CAPACITY BUILDING BUDGET AS PRESENTED.

5. Quarterly Grant Report – The report included in the agenda packet was provided for information. Mr. Frantz thanked everyone for their approval and support of the fast growing number of GO Virginia-funded projects in Region 5.

6. GO Virginia Grant Applications for Consideration

Mr. Spore provided a brief overview of the process used to review applications submitted. The process is very similar to what the State follows, using a series of panels comprised of subject matter experts to review the application, meet with the applicant and develop a recommendation to be presented to the Regional Council. If approved, the application is submitted to the state for review and consideration. Once approved by the State GO Virginia Board, there is another phase of the process that includes negotiating a performance contract, milestones and anticipated deliverables. Once a grant is closed, there is another phase to conduct the formal closeout reporting.

In Region 5 the review panels are set up around the four key GO Virginia focus areas – Talent Development, Entrepreneurial Eco-system (R&D/ accelerators), Industry Cluster Scale-up, and Sites. For this round of applications, two panels were created. The Talent and Credentialing panel members included Regional Council member Mr. Bob McKenna, Ms. Kate Meechan, Dr. Patrick Tompkins (ESCC), Ms. Judy Begland (former CEO of Opportunity, Inc.), and Mr. Steve Herbert (former Suffolk City Manager, Virginia Beach Deputy City Manager and President & CEO of the Hampton Roads Alliance). The second panel reviewed applications aligned with the Entrepreneurial Eco-system. This panel included Regional Council members Ms. Maria Herbert and Ms. Christen Faatz, Mr. Tim Ryan (Startwheel), and Ms. Mallory Tuttle (Tech Center).

Each applicant had the opportunity to make a presentation to the Subject Matter Panel, followed by the Q&A session. After the applicant leaves, the panel holds a discussion and develops a

recommendation for consideration.

- a. 757 Collab – Mr. Spore described the 757 Collab project as the largest per capita grant request received in Region 5 since the GO Virginia program started. This is a significant opportunity for the region and the entrepreneurial ecosystem. The DHCD staff suggested the outcome report of the Regional Entrepreneurship Initiative (REI), also funded with a GO Virginia grant, should be completed before submitting the 757 Collab grant application. This is the reason why the earlier application approved by the Regional Council was deferred by the GO Virginia State Board. The REI (Techstars) Report is complete and was included in the agenda packet for reference.

Mr. Spore stated there has been no structure or quarterback in the entrepreneurial space in the region as confirmed in the TechStars report. While the REI report is complete, other activities involving TechStars will continue through the end of the year, including development of a sustainability strategy. Given various analyses of the entrepreneurial ecosystem in the region dating back to 2017, coupled with the statewide Teconomy Partners Assessment it is time to execute recommendations and put a coordinated structure in place that supports entrepreneurs. Mr. Spore introduced and shared a video presentation produced by the applicants.

Following the presentation Chairman Frantz said from the beginning the question asked was how quickly would we see the impact GO Virginia-funded projects? This is an example of a project that has produced results quickly. Vice Chair Anne Conner added that she was Founding Chair of 757 Accelerate Board of Directors and continues to serve on the board. She has also been a part of 757 Angels since its inception six years ago. She added that this is extraordinary progress. Start-up Studios will open its doors on May 17th in the Assembly building in downtown Norfolk.

Mr. Reinhart also recognized the effort and the leadership behind it. He said it ties directly into the innovation corridor that is part of the RVA 757 Connects Project.

Mr. Coady said he believes 757 Collab goes a long way into his understanding that all entrepreneurial efforts in the region need to be coordinated. From his experience and time served on the Regional Council he sees having a coordinating entity in place is an important step in the right direction.

Dr. Rowe expressed excitement for the project and how the concepts have matured. She asked a for some clarification regarding the \$ 12 Million in capital in 2017. Ms. Conner indicated the \$12 Million is the venture funding that has been raised by companies who have graduated from 757 Accelerate. The \$12 Million is a part of the \$75 Million that has been invested by 757 Angels since it's inception. The question was also asked "*what does that proportion look like (757 Angels Fund versus the funds raised by the companies within themselves)?*" *How do we benchmark that ratio (12:75) with other regions around the country?* This is a follow-up question that will be asked of Ms. Adams and Ms. McMillion. Dr. Rowe suggested this would be a very important metric to track going forward, as one of the most persistent challenges is there is very low capital and venture investment in our region. Historically, we are not and have not been attracting it at scale.

ON A MOTION MADE AND SECONDED THE REGIONAL COUNCIL APPROVED THE PER CAPITA GRANT APPLICATION SUBMITTED BY 757 ACCELERATE (DBA 757 COLLAB) TO SUPPORT 757 COLLAB IN THE AMOUNT OF \$ 2,415,573. (Ms. Anne Conner abstained)

- b. Expansion of ICAP Mentorship Network (ERR Competitive grant application) – Mr. Spore summarized the Innovation Commercialization Assistance Program (ICAP) submitted by the Virginia SBDC Network. Region 7 is the lead with the remaining eight regions as partners. The \$ 882,794 grant, over two years, will assist start-ups by developing and implementing a growth strategy. The grant will allow the SBDC to hire four additional mentors and train staff. The goal is to add 180 start-ups over the two-year period, assess the highest quality resources as businesses exit the pandemic and provide additional access across Virginia, by increasing capital investments, revenues and the number of new jobs. This has been a very successful program offered in 26 locations throughout the State. The Hampton Roads Chamber of Commerce is Region 5’s SBDC Hub location. The request is to endorse the application, with Region 7 being the lead, and authorize Region 5 to participate in the grant and be part of an advisory committee that will provide oversight of the project, which is a requirement for competitive applications. This application received strong support from the Subject Matter Review Panel.

ON A MOTION MADE AND SECONDED THE REGIONAL COUNCIL APPROVED BECOMING A PARTNER IN THE ERR COMPETITIVE GRANT APPLICATION SUBMITTED BY REGION 7 TO EXPAND THE ICAP MENTOR NETWORK THROUGHOUT THE STATE IN THE AMOUNT OF \$ 882,794.

- c. Setting Pathways that Activate Real-World Knowledge (SPARK) – Mr. Spore summarized the per capita application submitted by JASON Learning (501(c)3 non-profit) in partnership with Portsmouth Public Schools. The per capita request is for \$ 470,000 over a two years period to support STEM education, with an emphasis on shipbuilding and modeling and simulation. The application references close collaboration between the applicant and local industries, particularly Newport News Shipbuilding, Fairlead, and Virginia Shipbuilding and Ship Repair Association (VSSRA). Projected outcomes include 250 students trained per year, 80 of those securing an actual job upon completing the two-year program. The application includes a summer SPARK program, helping students with their soft skills. The Subject Matter Review Panel feedback and questions focused on whether the applicant was aware of existing programs in the region and how would this project compliment efforts currently underway. While the applicant did not have a clear response, the Subject Matter Review Panel recommended the application be deferred, encouraging the applicant to expand the scope to *Advanced Manufacturing*, research what certificates students would be able to obtain as part of the program and restructure the timeline to adequately prepare. The other question related to how the intellectual property would be handled, given the applicant is a non-profit business that develops the curricula that would be used in the public schools. The suggestion was made that JASON Learning be a contractor, rather than a co-applicant. The Subject Matter Review Panel felt very positive about the objectives of the program and recommended work continue with the applicant and consider reapplying once the questions raised are addressed.

ON A MOTION MADE AND SECONDED THE REGIONAL COUNCIL APPROVED THE RECOMMENDATION TO DEFER THE SETTING PATHWAYS THAT ACTIVATE REAL-WORLD KNOWLEDGE PROGRAM PER CAPITA GRANT APPLICATION SUBMITTED BY JASON LEARNING UNTIL QUESTIONS RAISED BY THE SUBJECT MATTER REVIEW PANEL ARE ADDRESSED.

- d. Maritime Entry-to-Employment Training (MEET) – Mr. Spore provided an overview of the workforce development application, referring to the summary provided in the agenda packet. The

applicant is Old Dominion University, through the Virginia Modeling, Analysis, and Simulation Center (VMASC) and would build upon the previously funded COVA MAP GO Virginia grant, providing the talent pipeline to meet the needs of the maritime industry. The GO Virginia request is \$ 723,000, while the total project budget is \$ 4,834,302. A large portion of the total budget can be attributed to Q.E.D. Systems and their building of a shipbuilding mock-up space, exposing students to hands-on, practical exercises and training in the industrial environment. The product would be two additional online courses on all mobile platforms. Following the Subject Matter Review Panel presentation several questions were raised and addressed by the applicant. During the two-year grant period they project 90 students would go through the program each year (180 total), with 108 being employed. Year 3 and beyond the program would scale-up dramatically. The project will address the shortfall of workers in the maritime trades. The Subject Matter Review Panel enthusiastically supported this application.

ON A MOTION MADE AND SECONDED THE REGIONAL COUNCIL APPROVED THE PER CAPITA GRANT APPLICATION SUBMITTED BY OLD DOMINION UNIVERSITY TO SUPPORT THE MARITIME ENTRY-TO-EMPLOYMENT TRAINING PROGRAM IN THE AMOUNT OF \$ 723,000. (*Dr. Jeffrey Smith, Dr. Marcia Conston, Mayor Kenneth Alexander, and Mr. Shawn Avery abstained*)

- e. Campus757 – Mr. Spore stated the amount requested from GO Virginia by the Hampton Roads Workforce Council is \$ 500,000, over two years. Numerous localities support this project, as noted on the summary provided in the agenda packet. The project is intended to stop the “brain drain” in our region, particularly among college students. This project builds upon the previous GO Virginia funded Campus757 Enhanced Capacity Building grant. The project is patterned after the very successful CampusPhilly and CampusRVA. While the sustainability of the program beyond the grant was questioned, several corporate sponsors have been secured and they are projecting to have additional sponsors in addition to fees that will be applied. The Subject Matter Review Panel is recommending approval of the application, as submitted.

The question was asked about how success will be measured, with specific reference to the number of students participating each year. Mr. Avery indicated the numbers refer to new students each year, but former students will continue to be tracked in the program. Mr. Avery also mentioned that a pilot Summer757 has also been launched recently. They currently have 400 applications for that project. The numbers projected in the application are very conservative. They have expanded the program to include CNU and William and Mary and are working closely with the Virginia Peninsula Chamber of Commerce and will be reaching out to the Eastern Shore.

The question was asked about the relationship between the Hampton Roads Workforce Council and the Bay Consortium (Eastern Shore’s federal training and internship program). While the Eastern Shore is in another workforce area Mr. Avery mentioned the intent is to connect this program to the Eastern Shore and those connections are already underway with Eastern Shore Community College as Dr. Patrick Tompkins, Vice President Academic, Student, & Workforce Education, was one of the Subject Matter Review Panelists for this application.

ON A MOTION MADE AND SECONDED THE REGIONAL COUNCIL APPROVED THE PER CAPITA GRANT APPLICATION SUBMITTED BY THE HAMPTON ROADS WORKFORCE COUNCIL TO SUPPORT CAMPUS757 IN THE AMOUNT OF \$ 500,000 (*Mr. Shawn Avery, Mayor Kenneth Alexander, Mayor Bobby Dyer, and Dr. Marcia Conston abstained*)

7. **GO Virginia State Board Updates** – Mr. Spore referred to the Blueprint 2030 schedule that was included in the agenda packet, Region 5 being the last region the State will be touring (August 11th 12:00noon to 1:00pm). The expectation is that we will provide a ten-minute presentation that describes what we are doing and how we are doing. He mentioned Region 5 continues to work closely with Region 4, as he and Wilson Flohr both serve on the RVA 757 Connects Board of Directors. They are encouraging additional collaborative projects between both regions.

Mr. Spore referenced the Site Development guidelines also included in the packet. A Hampton Roads Committee has been established to determine the next round of sites eligible for a possible GO Virginia grant request.

The guidelines for updating the Regional Economic Growth and Diversification Plan are also included in the agenda packet for reference. The deadline to have the plan updated is October 31, 2021, so this will be action taken at the October 28th Regional Council meeting. The \$40,000 included in the FY2022 Capacity Building Budget is set aside for the update if needed.

8. **GO Virginia 2021 Roadmap and Techstars April 2021 Report** – Mr. Spore referred to TAB G and TAB H of the agenda packet as information items.
9. **Other Business** – Mr. Frantz mentioned the RVA 757 Connects Board has an Executive Committee for one hour every Wednesday morning to advance many causes. Having both GO Virginia Support Org leaders on the board, in addition to Mr. Cliff Fleet (Colonial Williamsburg Foundation) and Mr. John Reinhart are a big part of accelerating the progress being made.

Dr. Rowe mentioned that the College of William and Mary has multiple names and if you notice where their name shows up in various lists in the Commonwealth, they can be anywhere in the alphabet. Their new style is William & Mary in their everyday name; The College of William and Mary in Virginia is their “black tie” name, including diplomas and contracts; W&M for their abbreviation. This is part of their process to standardize. Also, they are a *university* and an *international institution*.

10. **Public Comment** - No public comment.
11. **Adjourn** – There being no further business, the meeting was adjourned.

Respectfully submitted,

Donna S. Morris

Donna S. Morris
Secretary to the Regional Council

APPROVED



Thomas R. Frantz
Chair of the Regional Council