

APPROVED

**GO Virginia Hampton Roads
Regional Council**

**MEETING NO. 3
July 25, 2017**

Meeting number three of the GO Virginia Hampton Roads Regional Council (“Regional Council”) was held Tuesday at 10:00am on July 25, 2017, in the office of Williams Mullen located at 222 Central Park Avenue, Suite 1700, Virginia Beach, VA.

Members Present:

Shawn Avery	Michael Kuhns
Roland Bailey	Eric Miller
Timothy J. Bentley	Jerry Miller
R. Bruce Bradley	John Olson
Anne C. H. Conner	McKinley Price
Jack L. Ezzell, Jr.	Jeffrey Smith
Thomas R. Frantz	Bryan Stephens
Michael Gentry	Bruce Thompson
Maria Herbert	Thomas G. Tingle
Jeffrey Holland	

Members Absent:

Kenneth Alexander	Frank W. Roach
John R. Broderick	John F. Reinhart
John T. Dever	William D. Sessoms, Jr.
William B. Downey	Gary Warren
J.D. Myers, II	

Others Present:

Terry Clower	Kimberly Pierceall
Roger Dale	Leonard Sledge
Fallon Dungan	Josh Thomas
Larry “Chip” Filer	Andrea McClellan
Diane Kaufman	Eric Weisel (representing John Broderick)
George Koliopoulos	Mark White
Derek Perry	Ron Williams

Staff Present:

James K. Spore, President & CEO, Reinvent Hampton Roads
Donna S. Morris, Executive Vice President, Reinvent Hampton Roads
Tiffany A. Brannon, Administrative Assistant, Reinvent Hampton Roads
Matt Andrews, Consultant, Reinvent Hampton Roads

1. Call to Order

Mr. Frantz called the meeting to order at 10:00 a.m., and declared the presence of a quorum.

2. Opening Remarks

Mr. Frantz welcomed and thanked members for attending and for their participation. He recognized Norfolk City Council Member Ms. Andrea McClellan, Mr. Leonard Sledge, Hampton

Economic Development Director, and noted Dr. Eric Weisel was in attendance representing ODU President John Broderick.

Mr. Frantz provided the following proposed dates for upcoming Regional Council meetings through November, 2017:

- August 14 from 10:00am to 12:00 Noon at the Hampton Roads Planning District Commission – Progress report and opportunity to offer feedback on the regional Economic Growth and Diversification Plan.
- August 25 from 10:00am to 12:00 Noon (location to be determined) – Review and approve the final plan. Strong attendance is encouraged. (On September 12, the GO Virginia Board will meet and hopefully approve the plan and provide the regions with their criteria for proposed GO Virginia projects).
- September 22 from 10:00am to 12:00 Noon (location to be determined) – Regional Council intends to meet to approve specific funding criteria for the review of Go Virginia proposals, review next steps and appoint a committee to review the various proposals.
- November 14 from 10:00am to 12:00 Noon (location to be determined) – Adopt proposals to be submitted to the state for funding consideration.

Starting in 2018 meetings will be held quarterly. The 2018 schedule will be sent to members by November 1, 2017.

3. Approval of June 6, 2017 Regional Council meeting minutes

ON A MOTION BY MR. TINGLE, SECONDED BY DR. SMITH, THE REGIONAL COUNCIL APPROVED THE MINUTES OF THE JUNE 6, 2017 MEETING AS PRESENTED IN THE AGENDA MATERIALS.

4. Approve Membership of Mr. Eric Miller

Mr. Frantz reported on the need to adjust the membership composition of the Regional Council to prevent overlap of members that also serve on the Reinvent Hampton Roads Board, the Regional Council's support organization. To adhere to the state rules regarding public meetings, the number of members that serve on both bodies would be reduced to two – Mr. Frantz and Mr. Reinhart. Mr. Frantz stated the Regional Council is charged with developing the strategy, setting the policy and assigning priorities to what will be funded with GO Virginia resources. The Reinvent Hampton Roads Board is an operational entity and will continue to pursue broader initiatives to move the region forward. Due to these changes, Mr. Rick Weddle, Executive Director of the Hampton Roads Economic Development Alliance (HREDA) will continue to serve on the Reinvent Hampton Roads Board, but will go off of the Regional Council. In his place, Mr. Eric Miller, Executive Vice President of HREDA is recommended for membership to the Regional Council.

ON A MOTION BY MR. HOLLAND, SECONDED BY MS. HERBERT, THE REGIONAL COUNCIL APPROVED MR. MILLER AS A NEW MEMBER.

5. Appointment of Nominating Committee

ON A MOTION BY MR. FRANTZ, SECONDED BY MR. EZZELL, THE REGIONAL COUNCIL APPROVED THE APPOINTMENT OF THE NOMINATING COMMITTEE,

COMPRISED OF MS. CONNER AS CHAIR, MR. BRADLEY, MR. TINGLE, AND MR. KUHN.

6. Appoint Secretary of the Regional Council

ON A MOTION BY MR. FRANTZ, SECONDED BY MR. STEPHENS, THE REGIONAL COUNCIL APPROVED THE APPOINTMENT OF MS. MORRIS AS CORPORATE SECRETARY.

7. Discussion of Economic Growth and Diversification Plan

Mr. Frantz welcomed Dr. Filer, Dr. Clower, Dr. White and Mr. Dale to the meeting for a presentation and discussion on the Economic Growth and Diversification Plan. Mr. Frantz stated the work underway will be more challenging and bolder than past efforts. Statistical goals that will exceed comfort levels are necessary. He emphasized four key “buzz words” that will frame our focus— *connectivity, collaboration, productivity, and innovation*. If we can do better in those areas and encourage others to do likewise we will be positioned to move the region ahead faster. From the perspective of Mr. George Koliopoulos, an intern working at Williams Mullen, Hampton Roads is viewed differently than it was a year ago. Added amenities and infrastructure have made the region more attractive and vibrant.

With regard to more collaboration, Ms. Conner highlighted the significance of the EDA i6 Challenge and Seed Fund grants the region recently applied for. Over 50 entities came together to support the effort to establish a general business accelerator. Project partners from across the region included business, local governments, chambers of commerce, workforce boards, colleges and universities, and economic development organizations. Both applications are considered strong contenders for the federal funds. Ms. Conner sited the spirit of collaboration will result in a positive outcome even if the federal grants are not received.

Dr. Filer introduced the consulting team members and stated progress has been made through various one-on-one meetings and surveys conducted over the past two weeks. The goal for the meeting today is to consider and discuss the goals.

Following a thoughtful discussion, there was consensus that while we needed to address the region’s challenges, focus would be placed upon building on strengths.

Major points from the discussion are captured below:

- Economic challenges presented by the consulting team are considered critical yet fixable through intervention. The plan will set goals to address the region’s challenges and measureable action steps will come from proposals submitted.
- The region lacks depth in industry sector supply chains. A goal to broaden the establishment base by creating new jobs through Small and Medium-sized Enterprises (SMEs) was recommended.
- Based on the lack of innovation, coordination and capacity that exists in the region the proposed plan will include sets of strategies to make innovation more deliberate.
- The region is very strong in University-Based Knowledge Spillovers, which should be used to leverage other assets.

- Connectivity and coordination will be significant in all aspects of the plan, including broadband and the port as well as the relationship between the large companies and small business suppliers. CEOs are a key in creating the culture of innovation.
- Building a workforce must be more than credentialing and awarding degrees, because that does not generate a job.
- In addition to adding new jobs, the living environment is critical to improve the economy.
- The goal to increase the pace of SME job creation will include grow-your-own, scale-up and an attraction strategy.
- Accurate data on exiting military does not exist, making performance metrics difficult to track. Goals 3 and 4 will be merged into one that covers all elements of workforce development.
- Setting a concrete/tangible goal can drive activities and how each community/entity contributes to achieving the tangible goal. Goals need an outcome and a way to measure progress.
- The plan will establish goals for GO Virginia but also include a statement recognizing this effort as the beginning of greater change to advance the region.

8. Public Comment

Norfolk City Council Member Ms. Andrea McClellan asked about how the region will be informed the about the application schedule and criteria as well as the process. Mr. Spore sent letters to the Mayors, City Managers and Economic Development Directors with this information. The GO Virginia Board has not yet approved criteria, but he expects that to be done and distributed in next few weeks.

9. Adjournment

There being no further business to come before the Executive Committee, Mr. Frantz adjourned the meeting at 12:13p.m.

Respectfully submitted,

Donna S. Morris
Secretary to the Regional Council

APPROVED

Thomas R. Frantz
Chair of the Regional Council