

**APPROVED**

**GO Virginia Hampton Roads  
Regional Council**

**MEETING NO. 4  
August 14, 2017**

Meeting number three of the GO Virginia Hampton Roads Regional Council (“Regional Council”) was held Monday at 10:00am on August 14, 2017, in the conference room of the Hampton Roads Planning District Commission located at 723 Woodlake Drive, Chesapeake, VA.

**Members Present:**

Kenneth Alexander	Jeffrey Holland
Shawn Avery	Michael Kuhns
Timothy J. Bentley	Eric Miller
R. Bruce Bradley	John Olson
John T. Dever	William D. Sessoms, Jr.
Jack L. Ezzell, Jr.	Jeffrey Smith
Thomas R. Frantz	Bryan Stephens
Michael Gentry	Bruce Thompson
Maria Herbert	Thomas G. Tingle

**Members Absent:**

Roland Bailey	J.D. Myers, II
John R. Broderick	McKinley Price
Anne C. H. Conner	Frank W. Roach
William B. Downey	John F. Reinhart
Jerry Miller	Gary Warren

**Others Present:**

Sheri Bailey	Chad Matheson
Keith Cannady	Derek Perry
Bob Crum	Kimberly Pierceall
Larry “Chip” Filer	Eric Sheppard
Andrea Gayer	Brian Smith
Elizabeth Kersey (representing John Broderick)	Julie Summs
Drew Lumpkin	Ron Williams
	Rick Weddle

**Staff Present:**

James K. Spore, President & CEO, Reinvent Hampton Roads
Donna S. Morris, Executive Vice President, Reinvent Hampton Roads

**1. Call to Order and Opening Comments**

Mr. Frantz called the meeting to order at 10:00 a.m., and declared the presence of a quorum. He welcomed members and thanked Mr. Bob Crum and his staff for hosting the meeting.

**2. Approval of July 25, 2017 Regional Council meeting minutes**

ON A MOTION AND SECONDED, THE REGIONAL COUNCIL APPROVED THE MINUTES OF THE JULY 25, 2017 MEETING AS PRESENTED IN THE AGENDA MATERIALS.

### **3. Update on GO Virginia**

GO Virginia is focused on increasing the number of high paying jobs. While jobs would be filled within the private sector, GO Virginia funding cannot be directed to private enterprise. The funds must go to governmental entities (localities/colleges & universities, etc.).

To qualify for funds, two or more localities must be part of the project. Projects that involve collaborators in two separate regions are also eligible for funding. On that point Mr. Frantz asked for the group's feedback on working with Region 7 (Northern Virginia) to better market job openings and training opportunities directed at filling workforce gaps that exist in cyber and information technology. With the large numbers of transitioning military in both regions, this is considered an opportunity for interregional collaboration to fill and create more, higher paying jobs within a growing industry. Most of the funding would come from the Veterans Administration with partial funding potentially coming from GO Virginia.

A recommendation was made to form a special joint task force comprised of members from both regions to work as an independent body if there is interest in pursuing this opportunity. The following points were made during discussion:

- An assessment of current initiatives underway would be useful to avoid duplication or reinventing something already in place.
- Be open to working with other groups in addition to transitioning military, particularly in the areas of IT and cybersecurity.
- Mr. Avery and Mr. Stephens expressed interest in the joint task force as they are working with partners to set up a veteran's transition center.
- Working with Secretary John Harvey, the Virginia Peninsula Chamber and other partners intend to put in place a case management system to assist transitioning service members.
- An effort to entice cyber/IT companies to open affiliate offices in Hampton Roads would enable job creation here in the region.
- Validation is needed on actual job openings that exist and employers would be the best source to confirm the data.

Mr. Frantz asked for Regional Council approval of the resolution and invited members to contact Mr. Spore or Ms. Morris if they would like to serve on the joint task force.

ON A MOTION BY MR. FRANTZ, SECONDED BY MAYOR SESSOMS, THE REGIONAL COUNCIL APPROVED APPOINTMENT OF A TASK FORCE TO WORK WITH REGION 7 ON OPPORTUNITIES TO CONNECT THE TRANSITIONING MILITARY AND GENERAL TRANSITIONING ADULT POPULATION WITH WORKFORCE NEEDS THAT EXIST IN CYBERSECURITY AND INFORMATION TECHNOLOGY.

### **4. Discussion of the Economic Growth and Diversification Plan**

Dr. Larry "Chip" Filer and the consulting team were recognized by Mr. Frantz for their efforts in putting together the draft of the Economic Growth and Diversification Plan to be discussed. The plan will provide a framework for proposals considered for GO Virginia funding.

Using the attached slide deck, Dr. Filer discussed elements of the plan. Key points made in reaction to the draft relating to the industry clusters are captured below:

- Unmanned systems did not make the list of priority clusters despite the assets that exist and the growth of this industry nationally. The challenge is the proximity of the region's distinctive asset, Wallops Island, to the core of the region. If there is a way to overcome that challenge, the consulting team agreed that unmanned systems could be an area of strength.
- While the data suggests high growth and a large number of high paying jobs in the business services industry cluster, this sector will grow as the other clusters grow. As priority clusters grow they will drive the demand for banking, accounting, legal work, etc.
- Water technology data reflected a surprising number of jobs, twice the size of port operations/logistics and similar in number to ship repair. The occupation codes within water technology include architecture and design and engineering. These sectors capture a large number of jobs that are not specifically water-oriented, but they would support the industry.
- Healthcare is not considered a traded occupation. The figures for Region 5 reflect positions that are involved with life sciences technology. The Richmond Region's plan includes pharma under healthcare. Region 5 could consider adding pharma, but there was question as to whether anything exists in that space that would change the numbers.
- The consulting team felt that identifying five priority clusters, rather than three, would greatly improve the level of job growth each year.
- An application made for an initiative that projects the creation of more, higher-paying jobs will be considered even if it is not within the priority industry clusters identified in the plan. The industry cluster prioritization suggests higher probability of success in those areas.

Key points made in reaction to the draft regarding productivity enhancement, intervention, the three economic goals and twenty associated strategies are captured below:

- GO Virginia is focused on labor demand and generating new firms, so the workforce piece is not as high profile as other areas. A workforce solution must be part of the proposals submitted for GO Virginia funding.
- The essence of an apprenticeship or coop program is that the employer and educator are working equally and making an equal investment in the future. The equal investment by the employer community is powerful, especially for young people coming out of high school.
- It was noted that many individuals with college degrees hold bartender or hotel staff positions because they cannot find a job in their field. This underscores the need to create more, high-paying jobs.
- Relatively speaking, GO Virginia funds available do not add up to a lot of money, but the process of bringing the right players together is the start needed to change the culture. GO Virginia is a partnership between business, government and education.
- The state made it clear that it is not looking for specific recommendations or proposals within the regional Economic Growth and Diversification Plans. The "how to accomplish" things like innovation and scale will appear in proposals.
- The Hampton Roads Chamber is planning an Inter-regional visit to Nashville in late November to highlight the progress made in the Nashville 2020 Plan, focused improving the regional economy.

Appendix B is an important component of the Economic Growth and Diversification Plan. The Regional Council was asked to identify and provide names of organizations tied to specific initiatives that were not referenced in the document. A champion or primary contact, possibly from the list, is envisioned to be the lead.

Members were asked to provide feedback to Dr. Filer ([lfiler@odu.edu](mailto:lfiler@odu.edu)) by close of business on Monday, August 21<sup>st</sup> so that the changes can be incorporated and ready for redistribution on August 23<sup>rd</sup>. Edits made will be included as an addendum to the document.

## **5. Other Business**

The next meeting of the Regional Council is scheduled to take place on Friday, August 25<sup>th</sup>, 10:00am to 12:00 Noon at the Virginia Peninsula Chamber of Commerce (21 Enterprise Parkway, Suite 100, Hampton, VA.) The Regional Council will review and consider approval of the final plan. Strong attendance is encouraged.

## **6. Public Comment**

Ms. Sheri Bailey spoke about her work in researching the history of how slavery started in America. Her research is captured in plays and activities that engage people in open conversations about history. She is working with others to create a model to end racism. They would like to use Ft. Monroe as the venue to hold open conversations and provide a historic site for the reenactment of what happened in 1861. The first three people freed from enslavement in America were at Ft. Monroe. This is a reframing of history that can be shared with the world. They are looking for funding to create a model that will not only provide the world a moral compass to work with but also create jobs in the region.

Mr. Frantz thanked Ms. Bailey for the work she is doing and for sharing it with the Regional Council.

## **7. Adjournment**

There being no further business to come before the Executive Committee, Mr. Frantz adjourned the meeting at 11:59am.

Respectfully submitted,

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Donna S. Morris  
Secretary to the Regional Council

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Thomas R. Frantz  
Chair of the Regional Council