

Minutes  
Advisory Committee on Business Development and Marketing Meeting  
February 12, 2020  
VEDP Office – 901 East Cary Street, 9<sup>th</sup> Floor  
Richmond, Virginia

CALL TO ORDER

The meeting was called to order at 11:00 AM by Beth Doughty.

Members present: Beth Doughty, Greg Hitchin, Christina Winn, Jeff Reed, Carrie Chenery

Members absent: Curry Roberts, John Kilgore

VEDP staff present: Stephen Moret, Vince Barnett, Katherine Goodwin, Kevin Miller, Sandi McNinch, Lori Melancon, Elle Ketcher, Lindsey Barker, Christy Morton, Laura Rodriguez

Guests: Cass Rasnick, Deputy Secretary of Commerce & Trade

Public Comment Period

Beth Doughty invited public comments. Jeff Reed presented the Committee with a one pager and asked that they review it and give any feedback to improve its quality. There were no more public comments.

Approval of November 22, 2019 Minutes

With no quorum present, the Committee did not approve the November 22, 2019 minutes.

Without a quorum present the Committee was unable to go into a closed session.

Review of Quarterly Partner Report

Vince Barnett walked the Committee through the most recent Quarterly Partner Report.

Lead Generation Activity Update

Vince Barnett updated the Committee on Lead Generation Activity from July 1 – December 31, 2019.

FY21 Lead Generation Strategy Development

Vince Barnett led a discussion on the preparation and creation of the Lead Generation Calendar for Fiscal Year 2021. Laura Rodriguez, Director of Technology and Services, was introduced to the group. Considering the amount of new team members joining Business Investment, Vince will send the Committee an updated organization chart.

Marketing Report

Lori Melancon walked the group through updates of VEDP's marketing efforts. This update included the following items; *Virginia Economic Review*, executive videos, paid social media campaign and media tours.

### Talent Solutions Program

Stephen Moret updated the Committee on the Talent Solutions Program.

### Budget and Legislative Proposals

Christy Morton led the group through an update of the latest budget and legislative proposals that are being discussed and decided during this General Assembly session.

### Wrap-Up and Ideas for Future Meetings

- Cass Rasnick updated the group that Christina Winn has been reappointed as a member of the Committee.

Next Meeting will be May 21, 2020.

Ideas for next meeting topics included:

- Small market, metro, IT initiative.
- Protocols for communication with regions and localities.

There being no further business, the meeting was adjourned at 1:56 PM.

Respectfully submitted,

Stephen Moret