

Minutes  
Advisory Committee on Business Development and Marketing Meeting  
August 26, 2020  
Zoom Meeting

CALL TO ORDER

The meeting was called to order at 11:03 AM by Christina Winn.

Members present: Christina Winn, John Kilgore, Jeff Reed, Greg Hitchin, Leonard Sledge, Amy Parkhurst, Beth Doughty, Carrie Chenery

Members absent: Curry Roberts

VEDP staff present: Stephen Moret, Vince Barnett, Katherine Goodwin, Kevin Miller, Sandi McNinch, Lori Melancon, Elle Ketcher, Laura Rodriguez, Sean Brazier, Adam Watkins, James Canup, Emily Fay

Guests: Cass Rasnick

Christina Winn presented the following opening remarks:

Welcome to the first electronic meeting of VEDP's Advisory Committee on Business Development and Marketing. As you well know, the Governor declared a state of emergency in March due to the potential spread of COVID-19. The nature of the emergency makes it unsafe for this Committee to assemble in a single location. Because an in-person meeting is unsafe and we wish to discharge our lawful purposes, duties and responsibilities, we are permitted by the Virginia Freedom of Information Act, as amended by the State Budget, to meet by electronic means without a quorum of our members being physically assembled at one location.

We are gathered now in a Zoom environment that is open to the public. The agenda suggests that the Committee will enter into a closed meeting for a portion of our meeting. When the Committee is ready to enter into a closed meeting, the Committee members and VEDP support staff necessary to support the closed meeting will leave this public Zoom environment and gather in a separate Zoom environment. When the closed meeting is concluded, the Committee members will rejoin this public Zoom environment and the public portions of the meeting will continue. Should anyone from the public get disconnected from the public Zoom environment and be unable to re-engage, he or she should call (804) 489-2865 and speak to Elle Ketcher. We will do our best to re-engage and will halt the public portion of the meeting until the connection can be re-established.

Here are reminders of a few things that will be different than our in-person meetings:

- Everything on the public Zoom environment will be recorded and the recording will be posted on VEDP's website.
- All votes will be taken by roll call.
- Please use the mute function, unless you are speaking—and remember to unmute at the appropriate time.

- During the public comment period, any member of the public wishing to make a comment may simply unmute and speak at that time, or use the Chat function and ask to be given an opportunity to speak.
- Likewise, during the meeting, Committee members may simply unmute themselves to speak or use the Chat function.

Public Comment Period

Christina Winn invited public comments. Lori Melancon congratulated Beth Doughty on her retirement and thanked her on behalf of VEDP for her years of work and experience. Vince Barnett recognized and welcomed the newest members of the committee: Amy Parkhurst and Leonard Sledge. Amy and Leonard introduced themselves to the group.

Approval of February 12, 2020 Minutes

Greg Hitchin made a motion to approve the minutes. It was seconded Beth Doughty and approved by roll call.

Roll Call Vote of Committee

Name	Roll Call Vote		
	Yes	No	Abstain/ Absent
Carrie Chenery	X		
Beth Doughty	X		
Greg Hitchin	X		
John Kilgore	X		
Amy Parkhurst	X		
Jeff Reed			<b>Absent for Vote</b>
Leonard Sledge			<b>Abstain</b>
Christina Winn	X		

Closed Session

Leonard Sledge made the following motion to enter a closed meeting. The motion was seconded by John Kilgore and was approved by roll call.

I MOVE THAT THE ADVISORY COMMITTEE ON BUSINESS DEVELOPMENT AND MARKETING OF THE BOARD OF DIRECTORS OF THE VIRGINIA ECONOMIC DEVELOPMENT PARTNERSHIP AUTHORITY CONVENE A CLOSED MEETING PURSUANT TO VIRGINIA CODE §2.2-3711(A)(50) TO ENGAGE IN A DISCUSSION OR CONSIDERATION OF THOSE PORTIONS OF VEDP’S STRATEGIC PLAN, MARKETING PLAN OR OPERATIONAL PLAN, THAT MAY RELATE TO TARGET COMPANIES, SPECIFIC ALLOCATION OF RESOURCES AND STAFF FOR MARKETING ACTIVITIES, AND SPECIFIC MARKETING ACTIVITIES THAT WOULD REVEAL TO THE COMMONWEALTH’S COMPETITORS FOR ECONOMIC DEVELOPMENT PROJECTS THE STRATEGIES INTENDED TO BE DEPLOYED BY THE COMMONWEALTH, THEREBY ADVERSELY AFFECTING THE FINANCIAL INTEREST OF THE COMMONWEALTH.

At the conclusion of the closed meeting the committee approved the following resolution through a roll call vote noted below:

WHEREAS, THE ADVISORY COMMITTEE ON BUSINESS DEVELOPMENT AND MARKETING OF THE BOARD OF DIRECTORS OF THE VIRGINIA ECONOMIC DEVELOPMENT PARTNERSHIP AUTHORITY HAS CONVENED A CLOSED MEETING ON THIS DATE PURSUANT TO AN AFFIRMATIVE RECORDED VOTE AND IN ACCORDANCE WITH THE PROVISIONS OF THE VIRGINIA FREEDOM OF INFORMATION ACT; AND

WHEREAS, THE VIRGINIA FREEDOM OF INFORMATION ACT REQUIRES A CERTIFICATION BY THIS COMMITTEE THAT SUCH CLOSED MEETING WAS CONDUCTED IN CONFORMITY WITH THE ACT;

NOW, THEREFORE, BE IT RESOLVED, THAT THE COMMITTEE CERTIFIES THAT, TO THE BEST OF EACH MEMBER'S KNOWLEDGE, (I) ONLY PUBLIC BUSINESS MATTERS LAWFULLY EXEMPTED FROM OPEN MEETING REQUIREMENTS UNDER THE ACT WERE DISCUSSED IN THE CLOSED MEETING TO WHICH THIS CERTIFICATION RESOLUTION APPLIES, AND (II) ONLY SUCH PUBLIC BUSINESS MATTERS AS WERE IDENTIFIED IN THE MOTION BY WHICH THE CLOSED MEETING WAS CONVENED WERE HEARD, DISCUSSED, OR CONSIDERED IN THE CLOSED MEETING BY THE COMMITTEE.

Roll Call Vote of Committee

Name	Roll Call Vote		
	Yes	No	Abstain / Absent
Carrie Chenery			<b>Absent for Vote</b>
Beth Doughty	X		
Greg Hitchin	X		
John Kilgore	X		
Amy Parkhurst	X		
Jeff Reed			<b>Absent for Vote</b>
Leonard Sledge	X		
Christina Winn	X		

Wrap-Up and Ideas for Future Meetings

- Elections will be conducted for Chair and Vice Chair at the November meeting of the committee. Those terms will start in January 2021.
- Leonard Sledge suggested, for a future meeting, a discussion on missions and marketing trips relating to how alternate attendees or substitutes are chosen. Vince Barnett indicated that he would be glad to call Leonard and discuss the marketing calendar and alternate list.

Next Meeting will be November 19, 2020.

John Kilgore made a motion to adjourn the meeting. The motion was seconded by Leonard Sledge and approved by roll call.

Roll Call Vote of Committee

Name	Roll Call Vote		
	Yes	No	Abstain / Absent
Carrie Chenery			Absent for Vote
Beth Doughty	X		
Greg Hitchin	X		
John Kilgore	X		
Amy Parkhurst	X		
Jeff Reed	X		
Leonard Sledge	X		
Christina Winn	X		

There being no further business, the meeting was adjourned at 2:09 PM.

Respectfully submitted,

Stephen Moret