

Minutes
Advisory Committee on Business Development and Marketing Meeting
May 13, 2021
Zoom Meeting

CALL TO ORDER

The meeting was called to order at 1:01 PM by the Chair, Beth Doughty.

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

Members absent: Curry Roberts, Leonard Sledge

VEDP staff present: Vince Barnett, James Canup, Katherine Goodwin, Kaitlin Knapp, Sandi McNinch, Lori Melançon, Kevin Miller, Stephen Moret

Guests: Todd Kilduff, Cass Rasnick

Beth Doughty presented the following opening remarks:

Welcome to an 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. 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) 545-5800 and speak to Kaitlin Knapp. 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 from 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.
- 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

Beth Doughty invited public comments. No public comments were made.

Approval of March 11, 2021 Minutes

Greg Hitchin made a motion to approve the minutes. It was seconded by Amy Parkhurst 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			Absent for Vote
Christina Winn	X		

Closed Session

Beth Doughty 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.

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			Absent for Vote
Christina Winn	X		

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 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	X		
Beth Doughty	X		
Greg Hitchin	X		
John Kilgore	X		
Amy Parkhurst	X		
Jeff Reed	X		
Christina Winn	X		

Committee Roundtable on COVID Response and Innovative Programming:

- Amy Parkhurst reported on the 757 Recovery and Resilience Action Framework, a program and ongoing initiative that was put into place during the COVID response to help accelerate the Hampton Roads region's economy and recovery from the pandemic. When COVID first hit, the leading business organizations came together as a coalition and set many things in motion, including several business leader surveys, information guides, high-level briefing calls, and an ongoing online forum which the Alliance hosted. The coalition members include two Chambers of Commerce, the Workforce Council, Old Dominion University, Norfolk State University, Reinvent Hampton Roads (the area's GO Virginia regional group), and the Civic Leadership Institute. In the second half of 2020, they started a comprehensive strategic planning process which resulted in the Framework that they have today. There were over 200 business leaders

involved in the initiative that were then split into 11 different committees to work on different topics. Additionally, the region had the involvement of 1,000 other business leaders through business surveys. The Framework was rolled out in March 2021. They came up with 5 strategic pillars that have 30 specific implementation programs associated with each. The pillars are to build regional unity; grow new jobs; grow, retain, and attract talent; build resiliency; and advance regional infrastructure. Ultimately, the Framework is a 3-year game plan with immediate, mid-term, and long-term goals. They will be putting up a website with a performance dashboard to measure the progress in those different areas. More information can be found at 757Alliance.com or HamptonRoadsAlliance.com. Beth Doughty asked Amy how their plan enhances the GO Virginia plan and Amy reported that they're step-in-step with a lot of what GO Virginia is doing. GO Virginia is housed within their offices and a lot of their efforts are in coordination with what GO Virginia is doing.

- Beth Doughty noted that a year ago, she had been worried that funding would be impacted one way or another. Since there had already been a big focus on small businesses, the Roanoke Region came up with a GO Virginia project to address the traded sectors, the ones that folks had assumed were stable. They reached out through a series of roundtables and individual interviews to create a broader platform for the region to identify issues, opportunities, weaknesses, threats, etc. The program has been productive and they'll release their findings, which will create a path forward of useful actions to ensure that those kinds of businesses and sectors have the environment they need to succeed. This all leads to phase two, which will focus on how they can impact on a regional basis.
- Carrie Chenery added that SVP is doing a small business initiative and partnership with the Small Business Development Center. They are holding a series of small business group workshops (how to get yourself more visible on Google, how to increase small business marketing efforts, etc.) that would traditionally be considered off-mission for a regional economic development organization, but that are certainly seen as critical to the region right now as part of a COVID response. Carrie noted that they're seeing more of that not just in their region, but across the state, and that overall folks are focusing more at home in every way.
- Greg Hitchin reported that the region has three entrepreneur development-type programs that have all been funded by GO Virginia at some point along the way, in different regions and different sectors. Two quarters ago they gave away money to help small businesses stay afloat and now they're helping them to get to the next step with assistance through Economic Gardening, the Small Business Development Center, and Shenandoah Community Foundation (which has coaching and mentorship programs for different traded sectors). There is definitely a focus on the development of small businesses.
- Beth Doughty reflected that the message coming out of the year is that the mission of economic development organizations on all levels has not just changed, but expanded. Beth sees lots of examples of how in Virginia and elsewhere we have met the challenge to adapt. From her perspective in Roanoke, everyone did their best work from home and met the challenge.
- John Kilgore commented that his region has worked with county administrators and economic development folks to put another \$1.6 million (funded through DACD and local action) out to 200 small businesses. They also are working to put out another small business grant application of up to \$10,000 over next couple of months. They have already received applications for 10 and are hoping to get a total of 15-20 applicants.
- Christina Winn mentioned that one of the challenges that they've had at the local level has been collecting data on how the diversity of small businesses weathered the pandemic. Through the individual CARES act programs they were able to get some data, but it's only a percentage of the

small business community. Christina asked where everyone has gotten their local-level data on how minority businesses weathered the pandemic.

- Stephen Moret responded that VEDP had done a good bit of looking at small business impact, but didn't think we had a way to look at it from a minority ownership perspective.
- Greg Hitchin confirmed that they put questions in their CARES grant application that had nothing to do with getting the grant funding, but were added to get a better idea of who the applicants were. Their region is going to put out another mail campaign June 1st, asking people to fill out a survey.

Wrap-Up and Ideas for Future Meetings

- Carrie Chenery noted that her role is as board liaison, so she gives updates to the VEDP Board after the committee has met. One question that was posed recently was how and where we're engaging rural communities and stakeholders. Carrie wanted to let the group to know that that is a conversation that is going on.
- Lori Melançon congratulated Jeff Reed on his new role and thanked him for his service and being such a great contributor to the Business Development & Marketing Committee. Lori noted that Jeff always brought so much energy and that the group was going to miss him. Beth seconded that.
- Jeff thanked everyone for the opportunity to serve. He is now a consultant.

Next Meeting will be August 19, 2021.

There being no further business, the meeting was adjourned by Beth Doughty at 2:50 PM.

Respectfully submitted,

Stephen Moret