

Minutes  
Advisory Committee on Business Development and Marketing Meeting  
March 11, 2021  
Zoom Meeting

CALL TO ORDER

The meeting was called to order at 1:02 PM by Beth Doughty.

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

Members absent: Jeff Reed

VEDP staff present: Vince Barnett, James Canup, David Devan, Emily Fay, Lindsay Hurt, Kaitlin Knapp, Sandi McNinch, Lori Melancon, Kevin Miller, Stephen Moret, Courtland Robinson, Laura Rodriguez, Adam Watkins

Guests: Cass Rasnick

Beth Doughty presented the following opening remarks:

Welcome to the 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) 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 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.
- 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 November 19, 2020 Minutes

John Kilgore made a motion to approve the minutes. It was seconded by Greg Hitchin 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		
Curry Roberts	X		
Leonard Sledge			<b>Absent for Vote</b>
Christina Winn			<b>Absent for Vote</b>

Committee Roundtable:

- Beth Doughty reported that project activity is very good for the Roanoke Region. The region’s main update is that the RIFA project on Woodhaven Technology Park now has a Tier 4 status thanks to the Business Ready Sites Program and GO Virginia. Currently, there is work being done on clearing and grading that will take it to Tier 5 within a year.
- John Kilgore noted that activity is really good within the region, and within the county as well. There is a great manufacturing presence, and a new technology company recently came in. The RIFA project in Norton, which will be shared by all three counties, has gotten funding for site development. \$250,000 in grant money has been infused into small businesses.
- Greg Hitchin said that between July and December, \$600,000 in CARES grants were distributed to small businesses through four different programs. Amazon announced it would take over an old 95,000 sq ft retail Kmart building and turn it into a last mile delivery station, which will be opening this year. A former county elementary school located within the city limits will be redeveloped into a retail space. The region has started a business attraction program marketing their technology zones.
- Amy Parkhurst confirmed that activity is good, mostly in the manufacturing sector, but also in distribution. In manufacturing there have been a lot of existing industry expansions. The office sector has been struggling so they’re undertaking initiatives there. There’s a lot of focus on Offshore Wind and the region has been coordinating with all of the players in the state. Outlook is positive.

- Curry Roberts noted that prospect and lead flow is pretty good. Compared to this same time last year they're up in leads and projects. They hosted five Site Consultants in November for a two-day Consultant Connect. The consultants led a panel discussion for the region's annual meeting and the localities enjoyed it so much that the region has been in touch with Area Development to schedule another one for October. There are many logistics and distribution projects in the works, and they have a tech transfer commercialization initiative that they've been working on with Dahlgren.
- Christina reported that their outlook is very strong. Much like everyone else, distribution, data centers, and life sciences in the county are doing really well. In 2020 they had the most capital investment and the most job creation in the history of the department, which says a lot during COVID. They are starting redevelopment efforts on the east side of county where there are 12 miles of waterfront along the Potomac River. They have started to get the attention of national state developers interested in doing mixed-use projects. Lastly, they are working with Marine Corps Base Quantico to meet their needs.

Closed Session

Beth Doughty made the following motion to enter a closed meeting. The motion was seconded by Amy Parkhurst 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		
Curry Roberts	X		
Leonard Sledge			<b>Absent for Vote</b>
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 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	X		
Beth Doughty	X		
Greg Hitchin	X		
John Kilgore	X		
Amy Parkhurst	X		
Curry Roberts	X		
Leonard Sledge	X		
Christina Winn	X		

#### Wrap-Up and Ideas for Future Meetings

- Leonard Sledge reflected that exactly one year ago he was with colleagues of VEDP at Atlanta SSG as the world was unraveling around them. They were wrapping up lunch there and trying to figure out what was next. He wanted to commend Stephen Moret and the entire VEDP team on the adaptation within VEDP over the past year. He recognized all of the strategic work that was needed and tipped his hat to all the folks at VEDP.
- Beth Doughty noted that she thought everyone did their best work over the past year. Although the year was out of the ordinary and challenging, they met the challenge.

Next Meeting will be in May 2021.

Beth Doughty noted that the time for the end of the meeting had arrived, and the Committee had reached the end of the agenda, so there being no more business, she adjourned the meeting at 3:28 PM.

Respectfully submitted,

Stephen Moret

DRAFT