



## REGIONAL COUNCIL 9 - MEETING MINUTES

AUGUST 15, 2017

2:30 PM – 4:30 PM

Germanna Community College - Daniel Technology Center  
18121 Technology Drive, Culpeper, Virginia

### Attendees

**Council Members:** Brian Cole, LexisNexis (Chair); Tom Click, Patriot Aluminum (Vice Chair); Chip Boyles, TJPDC; Suzanne Jessup Brooks, Pepsi-Cola Bottling Company; Jim Cheng, CAV Angels; Ed Dalrymple, Jr., Cedar Mountain Stone; Bryan David, Orange County; Gary Deal, Culpeper County; Miles Friedman, Fauquier County; Jan Gullickson, Germanna Community College; Ray Knott, Union Bank and Trust; Patrick Mauney, RRRRC; Leigh Middleditch, McGuireWoods; David Pettit, Lenhart Pettit; Ed Scott, EcoSeptix Alliance; Elizabeth Smith, Afton Mountain Vineyards; and Andy Wade, Louisa County

**Absent:** Fitzgerald Barnes, Steve Carter, Steve De Jong, Frank Friedman, Steve Ray, and Teresa Sullivan

**Guests:** Bob Creeden, Carlene Hurdle, Alicia Pitorri, Phil Sheridan, Jason Smith, Michael Rainger, and Alan Yost

**Consultant Team:** Rob Camoin and Michael D’Nolo, Camoin Associates; Didi Caldwell, Global Location Strategies; Cathy Renault, Innovation Policy Works; and Nate Klinck, Thomas P. Miller & Associates

**Staff:** Helen Cauthen, Uconda Dunn, and Julia Skare

### I. **Welcome & Introductions**

Brian Cole opened the meeting at 2:34 PM, welcomed the consultant team, and asked everyone to introduce themselves.

### II. **Public Comment**

There were no public comments.

### III. **Meeting Minutes – July 10, 2017**

***Suzanne Brooks moved the adoption of the July 10 minutes. The motion was seconded by David Pettit and approved by the Council.***

### IV. **Approval of Community College Council Member**

Brian Cole indicated that according to our bylaws, the community colleges select their two designees. Cheryl Thompson-Stacey has resigned due to her upcoming retirement. She and Frank Friedman nominated Dr. Janet Gullickson of Germanna Community College to serve in Cheryl’s place, and Dr. Gullickson has agreed to serve.

***Ray Knott moved the acceptance of Dr. Janet Gullickson as a community college representative on the Council. The motion was seconded by Miles Friedman and approved by the Council.***

### V. **Economic Growth & Diversification Plan**

The consultant team presented their work and findings to date. Highlights included:

**Rob Camoin, Camoin Associates:** Mr Camoin reviewed the project schedule and gave a brief overview of work completed to date and next steps. He and Michael N’dolo will present the findings at the community meetings on September 13.

**Nate Klink, Thomas P. Miller & Associates (Workforce):** Mr. Klink reviewed opportunities for talent development: develop career awareness; strengthen communication within the talent development system; develop sustainable sector-based strategies; and develop and promote career pathways.

**Michael N'dolo, Camoin Associates (Growing Existing Business):** Mr. N'dolo reviewed opportunities for growing existing businesses: broadband middle mile partnerships (i.e., Orange County example); new square footage for biotech hub; innovation corridor branding; better leverage UVA's Research Park; and create and promote six additional sites.

**Cathy Renault, Innovation Policy Works (Innovation):** Based on her work in the region, Ms. Renault had the following recommendations: develop a Region 9 Entrepreneurial Collaborative; provide tax incentives for local investors; provide additional capital for high-growth companies; and consolidate Fauquier County entrepreneurial initiatives.

**Didi Caldwell, Global Location Strategies (Sites):** Ms. Caldwell stated that her firm looks at sites from a competitive advantage rather than from an engineering standpoint. In her view, workforce is critical, but even if you have the very best workforce available, if you don't have a site, you will be eliminated. She explained the 6 sites evaluated in the Counties of Culpeper, Fauquier, Fluvanna, Greene, Louisa and Orange and highlighted the sites fit for the target industries and shared a "must/asset" analysis. She also reviewed the profiles for each site as well as site improvement action items.

**Rob Camoin, Camoin Associates (Other Opportunities):** Mr. Camoin shared two other recommendations: the Central Virginia Partnership should realign its focus to allocate resources around site readiness, and the Central Virginia Partnership, as Region 9's support organization, should developed a sustainable funding mechanism.

## **VI. Facilitated Discussion-Rob Camoin**

Summary of Question/Answer Session:

- Ms. Caldwell had the following answers to site questions:
  - Food processing needs gas and water.
  - At least 10 rail cars/week are usually needed to get the railroad companies interested in a project.
  - Proximity to Dulles is helpful as it is difficult to get a headquarters project interested unless there is access to direct flights.
  - Lead time for utilities for heavy/light industrial is generally 12 months since construction time is 1-2 years.
- Leigh Middleditch recommends an investment vehicle for jurisdictions to collaborate and achieve sufficient ROI.
- In response to Mr. Pettit's comment that not all of the Region 9 localities are part of the Partnership, Mr. Camoin answered that localities could be asked if they are comfortable with the Partnership calling on companies in their jurisdiction.
- Dr. Jan Gullickson stated that Germanna Community College has 100 acres here (in Culpeper) and 200 acres at their Locust Grove campus and that perhaps the community college could play a role in developing an incubator site. Cathy Renault answered that there is no need to build something new if a building is underutilized; however, in general, millennials like density and downtown areas.

Brian Cole reminded the Council that the first deadline for plan submission is next Friday, August 25. He asked whether the Council was comfortable approving the plan as presented to date, with the expectation that minor changes will be made.

***Leigh Middleditch moved the approval of the Growth & Diversification Plan, subject to minor changes. The motion was seconded by Jim Cheng and approved by the Council.***

## VII. Outreach to State Legislators

- Brian noted the list of state legislators in the meeting packet. DHCD recommends that we reach out to them to make sure they are kept informed about our activities (as they will vote on whether to continue to fund this initiative). After discussion, former delegate Ed Scott recommend that individual meetings are scheduled with Senator Hanger and Delegate Landes. Ray Knott has a meeting scheduled with Senator Jill Vogel tomorrow and he will talk to her then. The other legislators will be invited to a meeting at LexisNexis hosted by Brian Cole and Tom Click. Chip Boyles will also ask the TJPDC lobbyist for advice.

## VIII. Next Steps

- A. Per Capita Formula Allocation By Region:** Brian Cole indicated that page 5 of the meeting packet shows that our region is allocated \$546,302. We also have reserved \$250,000 from the initial capacity building funds for a total of **\$796,302**.
- B. Project Idea Submission:** Brian Cole explained that staff proposes using the draft pre-application form found on page 6 of the meeting packet. This form will be online at [www.GOVirginia9.org](http://www.GOVirginia9.org) and, when completed, automatically emailed to staff.
- C. Task Forces to Generate Ideas:** After discussion, the Council agreed to form task forces around the major areas of the report: Talent Development; Growing Existing Businesses; Innovation and Startups; and Site Development. Staff will send out an email to request volunteers.

## IX. Other Business

- A. Name of Regional Council:** Brian Cole stated that many of the Councils are adopting names rather than using numbers. A state GO Virginia website is under development and each region will get a section. After discussion, the Executive Committee was delegated the task of developing a recommendation and bring it to the full Council at the next meeting.
- B. Tom Tom Fall Forum on September 22:** Brian Cole shared Jim Cheng's idea of inviting all GO Virginia Regional Councils to attend a session as part of this day-long event on innovation and what we could do inter-regionally. After discussion, the Council was comfortable with spending \$1,500 to host such a meeting. The GO Virginia Foundation also has been asked to support the event; Dubby Wynne was invited to speak, but is not available.
- C. Growth & Diversification Plan – Community Presentations:** Brian Cole stated that the plan will be unveiled at two sessions on Wednesday, September 13 – at 9:00 AM at Piedmont Virginia Community College and 2:30 PM at Germanna's Daniel Technology Center. He thanked Frank Friedman and Jan Gullickson for their willingness to host these events. Staff will send out calendar invitations to both events.
- D. Meeting Schedule for Fall:** the Council agreed to meet again in early October.

## X. Adjourn

With no other business to come before the Council, Brian Cole adjourned the meeting at 4:37 PM.