



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION
REGIONAL COUNCIL 9

REGIONAL COUNCIL 9 – STRIKE FORCE

JUNE 5, 2020

11:00 am to NOON

Due to the COVID-19 State of Emergency this meeting will be held via Zoom link or call-in. Info attached.

AGENDA

- | | |
|--|-------------------------------|
| 1. Welcome | Jim Cheng, Chair |
| 2. Roll Call | Shannon Holland, Staff |
| 3. Public Comment* | Jim Cheng |
| 4. Approve Minutes from Prior Meeting | Jim Cheng |
| 5. Review Project Pipeline and Available Funds | Jim Cheng |
| 6. Approve Proposal Revisions, if any | Jim Cheng |
| 7. Approve Application (ERR/ECB <100k, if any) | Jim Cheng |
| 8. Other Business - Emergency and Time Sensitive Items Only | Jim Cheng |
| 9. Adjourn | Jim Cheng |

* Submit Public Comments by completing the attached form to sholland@centralvirginia.org by 7:00 am on Thursday, May 15, 2020. Those received will be read into the record.

Topic: Region 9 Strike Force COVID

Time: May 15, 2020 11:00 AM to NOON

Every week on Fri, until Jun 12, 2020, 5 occurrence(s)

May 15, 2020 11:00 AM

May 22, 2020 11:00 AM

May 29, 2020 11:00 AM

Jun 5, 2020 11:00 AM

Jun 12, 2020 11:00 AM

Please download and import the following iCalendar (.ics) files to your calendar system.

Weekly: [https://zoom.us/meeting/tJ0rdOChqD8uH9eBSm8I--](https://zoom.us/meeting/tJ0rdOChqD8uH9eBSm8I--6IBalaD3QtmswR/ics?icsToken=98tyKuChqDgJE9KRtByERox5BIjCXfPwpilbgvpYvizoWwkeL1XfFONrM5Yslczd)

6IBalaD3QtmswR/ics?icsToken=98tyKuChqDgJE9KRtByERox5BIjCXfPwpilbgvpYvizoWwkeL1XfFONrM5Yslczd

Join Zoom Meeting

<https://zoom.us/j/99639964453?pwd=QitTMUJlcFoycTdrSEcwYk9MNHA2UT09>

Meeting ID: 996 3996 4453

Password: 480705

One tap mobile

+19292056099,,99639964453#,,1#,480705# US (New York)

+13017158592,,99639964453#,,1#,480705# US (Germantown)

Dial by your location

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

Meeting ID: 996 3996 4453

Password: 480705

Find your local number: <https://zoom.us/u/adBimT1qcl>

REGIONAL COUNCIL 9

MAY 29, 2020

11:00 AM to NOON

Due to the COVID-19 State of Emergency this meeting was held via Zoom link and conference line. The details were posted with the Agenda and is included herein.

MINUTES

Attending Strike Force Council Members: Jim Cheng, Cav Angels (Chair, Region 9); Ed Scott, EcoSeptix Alliance (Vice Chair, Region 9); Ed Dalrymple, Cedar Mountain Stone; Pace Lochte, University of Virginia Economic Development; Ray Knott, Union Bank & Trust; Tom Click, Patriot Aluminum

Absent Council Members: None

Other Council Members: Miles Friedman

Staff: Shannon Holland, Helen Cauthen

Guests: none

1. Welcome

Jim Cheng opened the meeting at 11:00 am. Jim Cheng stated that the meeting was being held electronically via Zoom video and call-in due to the State of Emergency declared by the Governor.

2. Roll Call

Jim Cheng asked Shannon Holland to complete a roll call of members. All members were present.

3. Public Comment*

Jim Cheng stated the meeting had been publicly noticed and a public comment form was made available. All public comments were to be emailed by 7 am today. Shannon Holland stated that no public comments had been received although memos had been and they were included in the meeting packet.

4. Approve Minutes from Prior Meeting

Jim Cheng

Ray Knott made a motion to approve the Meeting Minutes as presented. Ed Scott seconded the motion. The motion carried.

5. Review Project Pipeline and Available Funds

Jim Cheng asked Shannon Holland to review the funding update and project pipeline included in the meeting packet. Shannon Holland noted that an inquiry for a FAST ACCESS proposal had come in from CBIC and that group would wait until after this meeting to decide about moving forward. Shannon Holland stated that there was just over \$150,000 of FY 20 ECB funding available and \$220,000 in ERR FAST ACCESS funding remaining. The Crafting a New Normal proposal should actually be noted as a request for \$80,000 instead of \$100,000 as noted in the provided pipeline document. Shannon Holland also added that there was still \$700,000 available in ERR non-FAST ACCESS funds available.

6. Approve Proposal Revisions, if any

Jim Cheng stated that DHCD approved Project Rebound subject to reallocation of match so that localities are primary and KPMG is secondary as well as recasting the budget so that \$10,000 of the approved \$80,000 is used for implementation activities as outlined in the packet memo. He added that Shannon Holland was requesting approval from the Strike Force for these changes.

Ray Knott asked if DHCD would accept the changes presented and Shannon Holland responded that she

had been advised they would.

Ed Scott made a motion to approve the changes to the project as presented. Ed Dalrymple seconded the motion. The motion carried. Pace Lochte abstained.

7. Approve ERR and ECB Application

Jim Cheng suggested that the members discuss project updates from the prior meeting and then review the newest project and to hold the vote until the end of all discussion. No objections were raised.

Jim Cheng asked if there were questions on the memos submitted from the Crafting a New Normal project and Business Gateway project and robust discussion ensued.

It was then agreed to move onto the Project Reconnect proposal discussion. Some questions arose around the gap in federal WIOA funding. A slide was presented and it was clarified that the federal WIOA funding will generally pay for training, however, many unemployed don't want training or they are seeking training that is not federally approved.

Pace Lochte made a motion to approve Project Reconnect as presented. Tom Click seconded the motion. The motion carried.

Additional conversation ensued around the Crafting a New Normal proposal and the Business Gateway. Several suggestions were made for revised proposals that might be considered. Concern was stated that the part of the Crafting proposal might be duplicative of one brewing industry website already published and that the budget wasn't in line with expectations in regard to legal fees. Comments were also made that the Business Gateway proposal should focus more on e-commerce delivery at a reduced budget amount. Shannon Holland confirmed with the Strike Force that, based on the dialogue she heard, she was to ask these two applicants to revise their proposals to around \$40,000 and that the format of a one page memo with updated budget information would be acceptable.

8. Other Business - Limited to Emergency Items Only

No other business was presented.

9. Adjourn

Jim Cheng

Jim Cheng made a motion to adjourn the meeting at 12:19. Ed Scott seconded the motion. The motion carried.

Shannon Holland is inviting you to a scheduled Zoom meeting.

Topic: Reg. 9 Strike Force - COVID

Time: May 8, 2020 11:00 AM

Join Zoom Meeting

<https://zoom.us/j/92047069478?pwd=bHhwS1NCS3luUUVnVjZ4VGlsdTJSQT09>

Meeting ID: 920 4706 9478

Password: 937755

One tap mobile

+13126266799,,92047069478#,,1#937755# US (Chicago)

+19292056099,,92047069478#,,1#937755# US (New York)

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Password: 937755

Find your local number: <https://zoom.us/j/92047069478?pwd=bHhwS1NCS3luUUVnVjZ4VGlsdTJSQT09>

Region 9 Council Meeting PUBLIC COMMENT FORM



Provide your public comments below. These comments will be read during the June 5, 2020, Region 9 Strike Force Meeting. Please email as an attachment to sholland@centralvirginia.org with the subject line "GO Virginia Comments". Submissions will be accepted until 7 AM on the day of the meeting.

Name: _____

Organization: _____

Email: _____

Comments in the area below:

GO Virginia Region 9 – ERR + ECB Pipeline as of June 2, 2020**Strike Force Meeting – June 5, 2020**

Project Title	Possible Applicant Org.	Frame	Industry	Possible Application Date	Type	GO VA \$	Status/Note
Renewable Energy Cluster	CvilleREA			5/26/2020	ECB	100,000	No new activity
Project Reconnect	VCW-Piedmont (CVPED admin)	TD	all	5/24/2020	ERR	99,500	Approved 5/29; submitted to DHCD 6/1
Crafting a New Normal	TJPDC	G/E	Food/Bev	6/5	ERR	100,000	Tabled for 5/29/20 review; tabled for 6/5 review at around 40k
Business Gateway	Fauquier County			6/5	ERR	98,280	Tabled for 5/29/20 review; tabled for 6/1 review at around 40k
Project Rebound	Charlottesville Regional Chamber of Commerce				ERR	80,000	DHCD requested scope revision to include implementation activity/expenditures; revisions approved by Council 5/29; revisions submitted to DHCD 5/29
	CBIC			Unknown	ERR		Advised 6/1 application is now in development

DASHBOARD
Region 9 - Piedmont Opportunity Corridor
As of June 2, 2020

PER CAPITA FUNDING

FY	Per Capita/ECB Allocation*	Added from Capacity Building	Rollover from prior year	Total Available for Projects	YTD Total Awarded	Funds Remaining (if not used carried forward at FY end)
FY2018	546,301	250,000		796,301	727,447	68,854
FY2019	1,000,000	0	68,854	1,168,204	1,159,550	8,654
FY2020	1,000,000	0	8,654	1,008,654	647,500**	361,154***

* Up to 250k total may be awarded each year from Per Capita Allocations

** Biotech Innovation Cluster for \$548,000/CV Workforce Recovery Initiative for \$99,500

*** \$150,500 remaining in FY20 for ECB

ECONOMIC RESILIENCY AND RECOVERY (ERR) FUNDING

FY	ERR Allocation*	Rollover from prior year	Total Available for Projects	YTD Total Awarded**	Funds Remaining
FY2020	1,000,000,	0	1,000,000	0	1,000,000

* Up to \$300,000 total may be awarded for FAST ACCESS proposals

** FAST ACCESS pending DHCD approval: Project Rebound, \$80,000; Project Reconnect, \$99,500 (Total \$179,500)

MEMORANDUM

To: Jim Cheng, Region 9

From: Maureen Kelley

Date: 2 June 2020

This represents a summary of the revised Crafting the New Normal proposal adjusted based on Region 9 Strike Force feedback from May 22 and 29. This memo outlines revisions to the last proposal and includes refined efforts to support feasible industry e-commerce solutions for industry resilience and recovery.

Recast Budget for \$44,000 – With refocused scope, we are requesting \$44,000 for activities that support the region's Craft Beverage industry, a part of the Region 9 Target Industry Food and Beverage Manufacturing sector. The funds will be used for contracting with a known statewide expert in the craft beverage industries, Laurie Aldrich, to coordinate the communication, training and industry support effort (\$10,000); for compliance legal support (\$1,500); travel, as needed (\$480); electronic media and delivery system for training and compliance materials created, and printing (\$6,000); the bulk of funding is slated for hiring subject matter experts, hosting webinars, employing other software, such as reservation system support, and AV services for live streaming, video recording services and equipment rental to optimize training offerings (\$22,500).

Feasible web-based industry support solutions - The revised budget reflects a concerted effort to improve e-commerce with focus on improved reservation systems that allows for only limited outside service and adaption to Phase 2 rules whatever they may be, with sector by sector outreach and education for the consumer to help re-establish confidence for their return to buying, visiting and having events at the venues devastated by the loss of sales, visitation and event revenue. Industry staff will be trained on the quickly-changing regulations and compliance guidelines for safe service. The importance of an effective digital outreach and communication strategy with an emphasis on content, graphics, training, video content creation, email communications, etc., has been increased even more since the pandemic, as businesses are unable to interact with customers in their facilities. These businesses need these tools to survive and remain compliant. The audience is the visitor, who requires assurance that the experience will be safe and pleasant.

Not duplicative but additive - This program of work was designed to create channels of information for all craft beverage businesses in the region, not just those that are membership driven. In Region 9, there are approximately 102 wineries, 37 craft breweries, 8 cideries, 4 meaderies and 11 distilleries. This implementation plan for this project recognizes that not all business owners find website resource solutions helpful. Often, they'd prefer a one on one contact or the opportunity to review materials delivered by different channels versus searching the internet for the latest updates. The work will not be duplicative of the industry associations. No statewide membership based association is even training on these topics at this time because they too are stretched extraordinarily thin and are without funding for these efforts. There will be a dedicated person managing the program, with a team of experts and volunteers to answer a question, telephone call or email, not just information updated on a website. This project will expand opportunities for businesses to succeed, giving every business more resources to secure that success.

E-Commerce in this industry is complex due to ABC regulation - By definition, this sector is part of a highly regulated industry governed by Virginia Alcohol Beverage Control. Every facet of operations is dictated by state regulation and statute and non-compliance results in loss of ABC license, criminal penalties and business closure. Both e-commerce and outreach activities are highly controlled by ABC regulation and compliance is paramount. For example, it was only recently that "Happy Hour" was allowed to be used in advertisements. Further, shipping alcohol, one of the few privileges that remained under COVID 19, is riddled with compliance issues as each state has a different and costly license with broadly varying rules. Curbside pickup and cocktails to go in Virginia were not permitted in February 2020; and it is not known whether that new privilege will be allowed post COVID 19. The point is that the industry is changing daily as the regulations from OSHA, CDC, ABC, FDA continue to be released. These businesses simply do not have the staff bandwidth, the time or the funds to read, absorb, then implement these guidelines in real time with reduced revenues and increased labor and implementation costs. However, the penalties for non-compliance are clear, with dire results.

GO Virginia Grant – BUDGET TABLE

COST/ACTIVITY CATEGORY	GO VIRGINIA AMOUNT REQUESTED	MATCH SUPPORT COMMITTED	OTHER FUNDING	TOTAL
Administration				
Other* (8%)	3,520			3,520
Program Operations				
Acquisition				
Architectural and Engineering				
Clearance and Demolition				
Construction				
Contract Services	10,000	4000		14,000
Equipment				
Fringe Benefits				
Legal Expenses	1,500	1000		2,500
Machinery/Tools				
Planning/Assessment				
Rent/Lease				
Salaries		12000		12000
Site Work				
Studies				
Training	22,500	4000		26,500
Travel	480			480
Other - specify				
Program deliverables (e-commerce solutions, training materials and electronic delivery/system)	6,000	1,000		7,000
TOTAL	\$44,000	\$22,000	\$	\$66,000

- All grants must include 8% of GO Virginia dollars requested in this *Other* category for contract management and admin by the Central Virginia Partnership.

Uses of Matching Funds			Type of Match (Dropdown)	Source of Match
Amount (\$)				
Legal fees	\$	1,000.00	Private	Williams Compliance,
Training	\$	2,500.00	Local	Madison County Association
Training	\$	9,500.00	Private	Solutions, Veritas Winery and Die Cast Media
Training and Program Deliverables	\$	9,000.00	Local	Nelson County
Total Matching Funds	\$	22,000.00	Total Matching Funds	
Total Local Match	\$	11,500.00	Total Local Match	

Type of Funds	Totals
GO Virginia	\$ 44,000.00
Matching Funds	\$ 22,000.00
Total CAMS Budget	\$ 66,000.00
Additional Leverage	\$ -
Total Project Budget	\$ 66,000.00

Type of Match	Totals
Matching Funds	\$ 22,000.00
Includes Local Match of:	\$ 13,500.00

[illegible]