



Region 8

*Cities of: Buena Vista, Harrisonburg, Lexington, Staunton, Waynesboro, & Winchester
Counties of: Augusta, Bath, Clarke, Frederick, Highland, Page, Rockbridge, Rockingham, Shenandoah, & Warren*

GO VIRGINIA REGION 8 COUNCIL

Tuesday, October 20, 2020, 10:00am to 12:00pm

Virtual Full Council Meeting

COVID-19 Crisis/Restrictions for Social Distancing

FIRST	LAST	AFFILIATION	ATTENDED
Jon	Alger	James Madison University	X
Devon	Anders	InterChange Group	X
Kim	Blosser	Lord Fairfax Community College	X
Kathlynn	Brown	SRI International	X
Greg	Campbell	Shenandoah Valley Regional Airport	X
Robin	Crowder	Retired K-12 Superintendent	X
John	Downey	Blue Ridge Community College	
Ashley	Driver	Howell Metal Company	X
Joanie	Eiland	Elk Trucking, Inc.	X
Tracy	Fitzsimmons	Shenandoah University	X
Mike	Goertzen	Serco, Inc.	X
Conrad	Helsley	NSVRC Board	X
Mike	Keyser	BARC Electric Cooperative	X
John	King	Virginia Poultry Growers Cooperative	X
Chris	Kyle	Shentel	X
Lai	Lee	High Meadow Strategies	X
Connie	Loughhead	Des Champs Technologies	X
Keith	May	Cottonwood Commercial	X
Jill	McGlaughlin	Classic Kitchen & Bath	
Mark	Merrill	Valley Health System	X
Kathy	Moore	Moore Public Relations	
Terry	Short	Waynesboro City Council & CSPDC Board	X
J.J.	Smith	Valley Proteins	
Jeff	Stapel	Shickel Corporation	X
Rick	Till	HR Dynamics LLC	X
Bill	Wiley	Howard Shockey & Sons, Inc.	X

Support Staff Attending Included: Brandon Davis (NSVRC), Ashley Shickle (NSVRC), Bonnie Riedesel (CSPDC), Elizabeth McCarty (CSPDC), Mary Lou Bourne (JMU & E2 Advisory Committee), Jay Langston (SVP & ED Ad Hoc Committee), and Jen Weaver (SVP & GOVA Administrative Coordinator).

Call to Order

The October 20, 2020 Council meeting for GO Virginia Region 8 was called to order by Chair Chris Kyle at 10:00a.m.

Introduction of Council Members & Guests

Time was given for each Council member to introduce themselves. Jen Weaver, Administrative Coordinator, then acknowledged Region 8 support staff as well as guests joining the meeting. Chris Runion, Virginia House of Delegates – 25th District, noted he was happy for the opportunity to listen in and learn more about GO Virginia and the work of the Region 8 Council. He said he appreciates the collaboration between the private and public sectors and values the work Region 8 has done in both short term and long term project funding.

Council Action

Approval of July 14, 2020 Minutes

The minutes of the July 14, 2020 meeting were reviewed. John King motioned for the minutes to be approved; seconded by Jon Alger. The minutes were approved unanimously.

Approval of Council Member Nomination, Jeff Stapel, Chair, Region 8 Nominating Committee

Mr. Stapel reviewed the summary of experience for Lai Lee. He noted Mr. Lee's extensive private business knowledge as well as his involvement with non-profits. Mr. Stapel said the Nominating Committee had met and voted unanimously to recommend Mr. Lee for the Region 8 Council.

Connie Loughhead motioned for Lai Lee to be approved for the Region 8 Council; seconded by Mark Merrill. Roll call vote was taken and the motion was approved unanimously.

Recognition of George Pace for Service to Region 8

Chair Kyle welcomed former Region 8 Chair George Pace. He acknowledged the great leadership and extensive business experience Mr. Pace provided for the group as well as the generosity of his time and talents. Chair Kyle said he could not think of a better person to have been chosen as the first Chair of the Region 8 Council as Mr. Pace, someone who represented private sector experience but also symbolized public service. Chair Kyle read the official "Service Recognition for George Pace", presented on behalf of the entire Council.

Council Action

Grant Proposal Study & Review Committee Recommendation and Discussion, Tracy Fitzsimmons, Chair, Grant Review Committee

Ms. Fitzsimmons presented the "Shenandoah Valley Sites Enhancement" proposal submitted by the Shenandoah Valley Partnership. This project would raise the Virginia Business Ready Sites Characterization Tier Level of ten sites throughout Region 8 by completing all due diligence work associated with the sites. The budget includes \$980,000 to be invested directly into the sites. Each of the nine localities participating in the proposal have made significant investment in the sites, infrastructure, and/or due diligence including the privately owned sites. The proposal leverages \$1.2M of prior investment from the last 24 months as match.

Ms. Fitzsimmons noted this project would have major impact across the entire region with the potential for one site to be a regional industrial park. She acknowledged the return on investment for this proposal is longer term and harder to quantify than other grants funded by Region 8. If funded, however, Region 8 would still have money available for other projects. Ms. Fitzsimmons reported the Grant Review Committee had vetted the application extensively and voted unanimously for recommendation of approval.

At this time, Chair Kyle recused himself from the discussion due to his involvement with the Shenandoah Valley Partnership. It was noted Devon Anders and Keith May would also recuse themselves due to a conflict. Vice Chair Joanie Eiland presided over the remainder of the proposal discussion and vote.

Comments regarding the proposal included the advantage of having both public and private sites included. Several noted not only the regional impact this would have but the statewide benefit as well. Commendation was given for the thoroughness and thought put into the development of this proposal. After no further discussion, Vice Chair Eiland called for a motion regarding the Sites Enhancement proposal.

Terry Short motioned for the Sites Enhancement proposal to be approved; seconded by Bill Wiley. Roll call vote was taken and the motion was approved unanimously with Devon Anders, Chris Kyle, and Keith May recusing themselves.

Executive Committee Reports and Updates

Financial Status Report

Brandon Davis, Executive Director, Northern Shenandoah Valley Regional Commission, reviewed the financial documents included in Council packets. He noted that as more projects are funded, the administration and paperwork also increases. Currently, budgeted numbers for capacity building are running about four to six months ahead of expenditures which is a comfortable range.

Region 8 Funded Projects Status Report

Bonnie Riedesel, Executive Director, Central Shenandoah Planning District Commission, reviewed the Project Status Report included in Council packets. She noted to date, 11 projects have been approved and funded by the Region 8 Council. Those 11 projects represent a total of \$1,877,196 of GO Virginia funds matched with \$1,558,276 in local funds for a grand total of \$3,435,472 invested in Region 8. Three of the 11 projects have been closed out: Rockbridge Area Advanced Manufacturing (RAAMP), Staunton Innovation Hub Tech-Lab Feasibility Study, and Shenandoah Valley Talent Solutions Strategy. Ms. Riedesel then shared several of the successes from Region 8 funded projects and congratulated the group on the significant impact the Region 8 Council has made.

GENEDGE “Re-Tooling Virginia” Update, Connie Loughhead

Ms. Loughhead gave an update on the work of the GENEDGE “Re-Tooling Virginia” Advisory Board. She serves as the Region 8 representative on the Board. The group met for their second meeting on October 19th. The goal of the multi-regional GO Virginia project is to respond to the COVID-19 crisis by re-tooling Virginia manufacturers in strategic industries which can address the needs for medical supplies and PPE. They are also evaluating workforce and training requirements as a result of the re-tooling. Per their timeline, the Board had reviewed a list of critical industry and PPE identification and voted on the first five companies to be evaluated. Ms. Loughhead said she has learned a lot through her participation and is impressed by the engaged team working on the Board.

Region 8 Website Draft Presentation

Ashley Shickle announced Region 8 is creating their own website (govirginiaregion8.org) to increase the region’s branding. The current Region 8 webpage is hosted as part of the Shenandoah Valley Partnership website. The new site is being created internally and staff will reach out to Council members for feedback.

Public Comment

There was no public comment.

Next Council Meeting: Chair Kyle reported the 2021 Region 8 calendar will be completed and distributed once DHCD sets meeting/application dates at the State level.

Adjournment: There being no further business to come before the Council, Chair Kyle adjourned the meeting at 11:15a.m.