



## 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, January 24th, 2023, 10:00am to 12:00pm  
Virtual Full Council Meeting

<https://us06web.zoom.us/j/86902097816?pwd=RjAxQVkwRkdwTjU0bDZCTDR6bVRxZz09>

FIRST	LAST	AFFILIATION	ATTENDED
Jon	Alger	James Madison University	
Devon	Anders	InterChange Group	X
Emily	Marlow Beck	Marlow Auto Group	
Kim	Blosser	Lord Fairfax Community College	X
Kathlynn	Brown	SRI International	X
Robin	Crowder	Retired K-12 Superintendent	X
John	Downey	Blue Ridge Community College	X
Ashley	Driver	AG Stacker, Inc.	X
Joanie	Eiland	Elk Trucking, Inc.	X
Tracy	Fitzsimmons	Shenandoah University	
Mike	Goertzen	Serco, Inc.	X
Conrad	Helsley	NSVRC Board	
Diar	Kaussler	Abrahamic House	
Chris	Kyle	Shentel	X
Lai	Lee	High Meadow Strategies	X
Connie	Loughhead	Des Champs Technologies	X
Keith	May	Cottonwood Commercial	X
Mark	Merrill	Retired - Valley Health System	X
Kathy	Moore	Moore Public Relations	X
Yolanda	Shields	Yesbuilds	X
Terry	Short	Waynesboro City Council & CSPDC Board	
Jeff	Stapel	Shickel Corporation	X
Robin	Sullenberger	Highland County Economic Development Authority	X

Support staff attending virtually included: Deborah Flippo (Region 8 Executive Director) Brandon Davis (NSVRC), Bonnie Riedesel (CSPDC), Elizabeth McCarty (CSPDC), Nathan Garrison (SVP) and Joel Hensley (Region 8 Administrative Coordinator).

Guests in attendance included Mike Bender, Andrea Devening, Nick Swartz, Joe Sprongel, Anne Herring, Brandy Flint, Debbie Melvin, Rebekah Castle, Peter Denbigh, Kristen Castello, Todd Lynn, Amanda DiMeo.

## Call to Order

The January 24th, 2023 Council meeting for GO Virginia Region 8 was called to order by Chair Chris Kyle at 10:01 a.m.

### 1. Introduction of New Staff and Roll Call

Chair Kyle welcomed everyone to the first Region 8 Council meeting of the year which will be the only fully virtual meeting of 2023. Chair Kyle noted the date change for the next council meeting to April 26th and introduced new Administrative Coordinator, Joel Hensley. Joel Hensley, Region 8 Administrative Coordinator took roll call. Virtual quorum was confirmed. Kathlynn Brown & Kathy Moore were present but were muted and did not answer the roll call, but noted their attendance in the chat function of the Zoom application.

## Council Action

### *Approval of October 18, 2022 Council Meeting Minutes*

The minutes of the October 19, 2022 Council meeting were reviewed. Mark Merrill motioned for the minutes to be approved; seconded by John Downey. The minutes were approved unanimously by voice vote.

### *Election of Region 8 Chair and Vice-Chair*

Per Region 8 by-laws, a Chair and Vice-Chair will be elected during the first meeting of each calendar year. Chair Kyle opened the floor for nominations.

Jeff Stapel motioned for Chris Kyle to be elected as Chair of the Region 8 Council and Joanie Eiland to be elected as Vice-Chair of the Region 8 Council; seconded by Connie Loughhead. The motion was approved unanimously. John Downey motioned to close nominations; seconded by Yolanda Shields. Chairman Kyle asked to take a roll call vote before closing nominations. The roll call vote was also unanimous. Vice Chair Eiland abstained from self-vote but voted for Chair Kyle. Chair Kyle abstained from voting on himself but voted for Vice Chair Eiland.

## Project Reports

### *Projects in Closing*

Bonnie Riedesel, Executive Director for the Central Shenandoah Planning District Committee, provided a spreadsheet and an update on the status of all projects. Nineteen projects have been approved and funded by Region 8 Council representing \$5.5 million of GO Virginia funds matched with \$4.9 million in local funds for a total of over \$10 million total. Fourteen projects have been closed out or are near completion, all having met or exceeded performance measurements. The two most recently approved projects are NextGen Nursing Project and Shenandoah Aviation Technology Park Project which is the largest project funded in Region 8 (nearly \$1 million of GO Virginia funds). An update was provided on the NextGen Nurses Project, which is under contract as of January; staff has been hired for the simulation lab at Shenandoah University and a director of staffing and workforce management has been identified at Mountain Valley Health. The next steps are to recruit retiring or retired nurses to serve as preceptors to Shenandoah University.

Elizabeth McCarty provided a slide presentation of the Shenandoah Aviation Technology Park Project. The project is now under contract and was awarded \$993,300 in GO Virginia funds to move water and sewer utilities out of the middle of the site to the perimeter in order to open up the center of the site for development. Construction is expected to start this summer and will wrap up around this time next year. Engineering and design was previously funded by GO Virginia Region 8 through a \$100,000 enhanced capacity building grant. Visual updates of the construction site was provided. Mark Merrill asked if all permits had been received for the project to which Elizabeth McCarty said that design and engineering permits have been completed but not yet for construction. The project is 18 months but the contract with GO Virginia is two years.

Mark Merrill asked about site development work and mentioned anticipated funding increases for site development proposed by Governor Youngkin. Discussion ensued and John Downey asked how many Tier 3 sites

Region 8 will have after the airport is completed. Bonnie Riedesel and Nathan Garrison said that they can provide this information.

Chair Kyle asked for any additional information from Deborah Flippo on the Project Update. Ms. Flippo mentioned a grand opening on March 24th for Laurel Ridge Community College's project which included equipment for workforce training. Dr. Blosser confirmed the date for 11 a.m. Deborah Flippo indicated that Council members would be invited.

## **Executive Committee Reports and Updates**

### *Financial Status Report*

Brandon Davis, Executive Director, Northern Shenandoah Valley Regional Commission, directed members to his shared screen of the financial documents and dashboard.

Brandon noted the bottom line figure of \$425,000 is how much is left to spend for this fiscal year. He mentioned the focus now is to build the pipeline back up. He offered to provide more information offline to those who have more questions. He thanked Cody Anderson of DHCD for his work.

### *Executive Director Report*

Deborah Flippo provided an update and slides. First, she mentioned the hiring of LetterPress for marketing and communications consulting. The first task was creating an ad hoc committee to direct their activities which is being chaired by Kathy Moore. Allison Denbigh is also on this committee. The project manager is Cathy Bagwell Marsh located at the Staunton Innovation HUB.

Region 8's "End-of-year" press release was published in an article by the Augusta Free Press. LetterPress also created collateral materials for advocacy which Deborah and Joel Hensley used at the General Assembly to give to legislators. They are finalizing materials to recruit future Council members. LetterPress also conducted an audit of the Region 8 website and made a few updates. Deborah will be meeting with the President of LetterPress to decide on what needs to be done in an upcoming retainer contract. The focus will be on newsletters and website updates. Deborah encouraged feedback from Council members.

Deborah updated the Council on legislative meetings that took place at the General Assembly last week; she and Joel were able to meet with all but two legislators located in Region 8. They asked legislators to support the funding the Governor requested in his budget. Chris Kyle was able to meet with Karen Merrick. Deborah mentioned an update being given by Chris Lloyd of McGuireWoods on GO Virginia funding in the Governor's budget. Deborah mentioned the JLARC study being conducted in 2023. Deborah offered to provide the study resolution to Council members.

Deborah mentioned that JMU, Shenandoah University BRCC submitted a proposal to SCHEV and GO Virginia issued a letter of support. Yolanda Shields will be a Council representative on the project's advisory board if the funding is approved. The request was made to support internships and apprenticeships for college students incentivizing them to stay in the region.

Deborah said that there are not many projects in the pipeline as of right now. She mentioned a potential project with the City of Harrisonburg. She plans should to get out into the region and have "sub-regional" stakeholder meetings to develop and prioritize a list of projects. Deborah will work in the month of February on a schedule, agenda and plan for these meetings..

Deborah said the approval of the airport project went remarkably well and she provided a summary of meetings conducted and a list of upcoming opportunities, goals and discussions for the coming months, including an update to the Region 8 Economic Growth and Diversification Plan. She reminded everyone the next meeting will be in person in Buena Vista and opened the discussion to questions.

Robin Sullenberger suggested that Joe Wilson be invited to the Council meeting in Buena Vista since he is a native of and very involved in Buena Vista's redevelopment. Robin thinks the timing is right to be aggressive in pursuing new projects for the pipeline. Mark Merrill requested information for the high points on the project's closed

section of Brandon Davis's report. Regarding the closed out project on the Agricultural Investment Center, Mark requested more quantitative information available for this project. Bonnie Riedesel asked for clarification and said that we will be visiting the Advancement Foundation and said that she would update the project status report. Deborah said that she would be happy to distribute the final reports as attachments to the monthly updates.

Connie Loughhead would like to see a total look at statistics for Region 8 added to the website as it is being updated. Deborah Flippo agreed. Chair Kyle praised the value of the report and discussion.

#### *GO Virginia Talent Pathway Initiative (TPI) Presentation*

Cody Anderson, DHCD GO Virginia Program Administrator, provided a presentation centered on the guidelines for TPI and Governor Youngkin's proposed budget. The key goal of TPI planning effort is to provide analysis to support workforce needs for priority targeted industry clusters designated in the 2021 Growth and Diversification Plan. He provided details of the application process, scoring criteria, and questions to ask potential applicants. The deadline for submission of applications is December 2024. Cody mentioned that his PowerPoint presentation will be available to Council members. Regarding the Governor's budget, Cody briefly discussed the Talent Pathways Development. Cody offered to provide more specific details offline.

Chair Kyle suggested Deborah Flippo circulate the PowerPoint which may generate future questions. John Downey asked if regions may submit more than one proposal. Cody responded by saying that we can, but to be strategic about who you accept as applicants. Cody clarified that the \$250k figure is a total amount figure. Andrea Devening mentioned that some regions are having a coordinating entity that can work with the different industry clusters. Robin Sullenberger asked for clarification on the application process along with a follow up question about whether an academy can be involved with the process.

Chair Kyle said that he can see potential for a committee being formed around the TPI. Only one region has submitted a successful application which Deborah has. Deborah asked for clarification on the local match. Cody said that the match is \$125,000 total. Robin asked if in-kind contribution is a potential to include as part of that \$125,000 amount. Cody said that it is. Andrea said that it must align with the goals and the timing has to be appropriate. Brandon said that he is receiving messages from people in the audience who want to be involved with this process. Deborah asked that Council think about the clusters they would like to pursue. Mark Merrill suggested that timelines and deadlines be considered.

#### **Other Business**

Chair Kyle reminded everyone the next meeting was moved up a day, from April 25th to April 26th.

#### **Public Comment**

No public comment was given.

#### **Next Council Meeting: Tuesday, April 26<sup>th</sup>, starting at 10:00am**

**Adjournment:** Joanie Eiland praised Executive Director Deborah Flippo and the work she has done, and is looking forward to having Joel Hensley working with them and having DHCD attending their meetings. Mark Merrill thanked Chris and Joanie for their leadership.

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