

# ***MPA Board Meeting Minutes***

July 17, 2019

6:30PM – 8:30PM

125 Bowden Street, Saluda, VA 23149

Meeting Goals: **LEARN:** *Investor Development* **ACT:** *Advisory Board,  
PamunkeyNet Vendor*

## **I. Call to Order** – Chairman, Travis Moskalski

Board Members present: Rob Akers, Ashley Chriscoe, Lawrence Simpkins, Travis Moskalski, Wayne Jessie, Roy Gladding, Robert Lawrence, Lewie Lawrence, Del. Keith Hodges, Mindy Conner (in the absence of Amy Dubois)

Board Members absent: Amy Dubois

Staff: Liz Povar, Dawn Mantell, Chloe Hodges

## **II. Approval of May Minutes\*** – Motion was made by Robert Lawrence and seconded by Ashley Chriscoe to approve the minutes from the May meeting. Motion carried.

## **III. Approval of Financial Report\*** – Liz Povar, Principal Officer presented the Financial Report for June. Motion was made by Ashley Chriscoe and seconded by Robert Lawrence to accept the financial report as presented. Motion carried.

## **IV. Learning Topic** – *none*.

## **V. Principal Officer Report** – Liz Povar presented the Principal Officer Report and noted this is a new format That provides a daily report of activities and the total time spent on each project. In the future, there will be additional columns as more grant-based projects are implemented. As shown in the report, the Principal Officer has performed considerably more in “volunteer” hours than the contracted 40 hours. These hours also do not reflect the additional time MPPDC staff provides in administrative services for the MPA. There was general consensus that this format is acceptable. Board

## **VI. Open Issues/Old Business**

a) Advisory Board Nominations – Chairman, Travis Moskalski updated the Board on the status of nominations for the Advisory Board. Four nominations have been received since the web-based recruitment began 75 days ago. The MPA Bylaws state that the makeup of this Committee is 16 private-sector slots complemented by 7 public-sector slots and 8 local economic development representatives representing a diversity of business and geographic backgrounds. The goal is to have as many localities represented as possible. After discussion the Board decided to continue to accept nominations and encouraged each Board member to work diligently to find a nominee from their locality. The Board will review and act on nominations at its October meeting.

### **b) GO Virginia Projects**

i. PamunkeyNet Business Plan Vendor – Ashley Chriscoe reported that the publication of the PamunkeyNet RFP resulted in three official responses, two

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of which met the technical requirements for an interview. These two responses were shared with representatives of the PamunkeyNet Advisory Committee for feedback and subsequently interviewed by three designees. The interviewers utilized a scoring guideline that aligned with the RFP. The Interview Committee recommends that the MPA Board negotiate with and engage Design Nine as its business planning contractor for the PamunkeyNet business plan. The recommendation is based on the firm's 1) complete response to all elements of the RFP; familiarity with the geography of the Middle Peninsula, Northern Neck and Fredericksburg regions; and 3) familiarity and experience working with the Pamunkey Tribe. Ashley Chriscoe made the motion to approve Design Nine as the contractor; Rob Akers seconded. The motion carried. Liz Povar reviewed the PamunkeyNet Project milestones and timeline through December 2019 where at that point, contract deliverables are expected to be completed.

- ii. Site Characterization, Pipeline Projects – Liz Povar, Principal Officer reported the Site Characterization Grant awarded by GO Virginia to the MPA must be completed no later than June 30, 2020 and includes deliverables described on the summary Grant Project Matrix. She recommends the approval of the RFP for professional engineering services the authorization to proceed to send the RFQ to three engineering firms, and approval for the Principal Officer to proceed to enter negotiations with the preferred engineering firm, to comply with all GO Virginia grant requirements. Ms. Povar further explained what is accomplished with site characterization and the ranking system these engineering firms use to assist with businesses deciding where best to locate. There was discussion concerning two elements of the RFP involving the steps to create a nutrient bank, and the market potential for the MPPAA sites. After discussion, Ms. Povar was directed to work with the MPPAA staff and Chairman to revise the RFP to reflect the unique expertise needed for these two elements. Rob Akers made a motion to approve Ms. Povar's request with the understanding that she will work with the MPPAA Chair and staff to revise the RFP, and that she will recommend the appropriate engineering firm to the Executive Committee for final approval. The motion was seconded by Roy Gladding and carried.
- iii. Ms. Povar, overviewed the The Project Pipeline grant that was awarded \$50K with its sole purpose being to market and educate stakeholders on opportunities for GO Virginia project funding; resulting in at least 4 letters of interest by December; resulting in at least 2 formal applications by Spring 2020. There are 7 or 8 potential project ideas on the table already.
- c) Investor Development – Ms. Povar reviewed the list of potential investors and announced that the Gloucester Main Street Association has committed to a \$500 investment, thanks to the work of Stephanie Heinatz of Consociate Media. She has also approached other possible investors to encourage them. Delegate Hodges connected Liz Povar with Matt Bruni of the Virginia Bankers Association who is willing to work with the MPA to arrange a group event with bank leaders. Chairman, Travis Moskalski reminded Board members that private sector funding is necessary to carry out the work of the MPA.

d) Committee Reports

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- i. Tourism Committee (in packet) – Roy Gladding announced the Tourism Advisory Committee Call is scheduled for August 19<sup>th</sup>. The purpose of this call is to determine elements of the tourism website; discuss tag line and logo; and recommend photos. Consociate Media will have a strategic outline completed by the end of September and has completed the video coordination and the finalization of shot list. There is a Calendar of Events for the Middle Peninsula located on the Virginia Water Trails website which may serve as a substitute for the current calendar on the MPA website in the future although this calendar does not currently link to the VTC site.
- ii. Small Business Committee (in packet) – Rob Akers reported on the status of the technical assistance program for entrepreneurs and small business owners. Three partners have stepped forward to support this. The Small Business Administration, Virginia Community Capital and the Procurement Technical Assistance Center. All of these organizations are willing to provide content as well as actual meeting facilitation and training. Virginia Community Capital is willing to also assist with digital live-streaming which would allow the MPA to reach a wider audience. The MPA is meeting with Chamber of Commerce executives in the region during the summer of 2019 to inquire about their interest in being a host partner, utilizing their membership as the initial target audience. Once feedback is received from these Chambers, the MPA will convene a call or meeting in early August of the partners to discuss the draft schedule. Chloe Hodges, MPA Intern informed the Board of her goals for this summer. She will be gathering data and working with Chambers of Commerce to see how the MPA can assist them; interviewing K-12 superintendents about the use and deployment of technology in their school divisions; and attending events to gather marketing needs and the willingness to grow. A final report will be submitted at the end of the summer.
- iii. LEDO Committee
  - 1. Prospect Report – Liz Povar, Principal Officer discussed 2 new projects in Aviation and Recreation and highlighted projects with activity in the last 60 days. Information was also shared on a prospective technology center and solar farm.
  - 2. Consociate Media Support: Marine Campaign, Video

Marine Campaign – The MPA, in collaboration with VEDP, has designed a direct mail piece that will be delivered to maritime-based companies that could potentially look to expand their businesses to the Middle Peninsula. A sample of collateral material was presented and circulated to the Board members. The theme is “Meet in the Middle” and contains approximately 12 note cards. Each note card contains pictures and information showcasing the Region. The mailing will be followed up by a call from a VEDP representative in hopes of getting leads. The Board suggested that each note card contain the MPA website and an additional note card featuring agriculture also be included. Ms. Povar will forward those suggestions on to Consociate Media for implementation.

Video – A video showcasing the Middle Peninsula region as a bridge

to the heart of Virginia's blue/green economy is in development. This effort is being done in alignment with the Middle Peninsula Alliance's mission to promote "the assets of Virginia's Middle Peninsula by connecting people, ideas and resources to develop new opportunities and visibility for the region."

3. VEDP Marketing: Fam Tours, Media Tour, ThanksPartners – Liz Povar, presented the FY2020 MPA meeting calendar and provided an overview of each of the 5 VEDP marketing events. These marketing events include: VEDP Fam Tour; VEDP Cross-Division Fam Tour; VEDP Marketing Event/Site Consultant Speed Networking; VEDP Marketing Event/Seafood Expo; and VEDP Marketing Event/Food & Beverage Media Tour. The Principal Officer emphasized how each of these events can provide an opportunity for potential leads.

## VII. New Business

1. Draft FY2020 MPA Budget – Chairman, Travis Moskalski presented the draft FY2020 budget and emphasized the importance to continue to work on investor strategy. After discussion, the Board revised the draft budget to increase the funding from investors to a total of \$60,000; if not successful, the Program of Work will be reduced. On motion by Rob Akers, second by Roy Gladding, the FY 2020 budget was approved.

## VIII. Locality, MPPDC & Legislative Updates

### a) Locality Update

- **Middlesex:** Wayne Jessie thanked Liz and Travis for attending the July Board of Supervisors meeting in Saluda in support of the new Campground project. Opening of Bubba's Shrimp Shack in Urbanna; Fireworks in Urbanna was well attended; 5K in Deltaville.
- **King and Queen:** Application for a bulk fuel site from Southern States located on Route 360 was received and approved.
- **Essex:** New School Superintendent hired; Land use meeting scheduled; Town forum to be held.
- **Tappahannock:** 2 new businesses have opened; Old Southern States building torn down and contract has been placed on property.
- **Mathews:** Fireworks show was well attended; Broadband focus; Enhancement Grant.
- **West Point:** Economic Development project moving forward; Pavillion.
- **King William:** Potential buildout by Atlantic Broadband/Virginia.
- **Gloucester:** Ashley reported that their economic developer had performed 4 year overview of the results of their Main Street incentive program. Over \$245K in grants resulted in over \$6M invested into the county.

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b) MPPDC Update (None)

c) Legislative Update – Del. Keith Hodges extended an invitation to attend the 2<sup>nd</sup> Rural Coastal Summit to be held June 25<sup>th</sup> with key Legislators in attendance. The goal of the Summit is to educate Legislators on the challenges and the uniqueness of Rural Coastal Virginia. Del. Hodges emphasized the importance of the MPA Advisory Board to think about the challenges in Economic Development in the Middle Peninsula and evaluate how to overcome these challenges. He thanked the MPA Board members for all of their hard work to date.

IX. **Adjournment** – Motion to adjourn was made by Ashley Chriscoe and seconded by Robert Lawrence. Motion carried.