***MPA Board Meeting Minutes***

February 13, 2019

6:30PM – 8:30PM

# 125 Bowden Street, Saluda, VA 23149

Meeting Goals: ***LEARN****: JobsEQ* ***ACT:*** *Resolutions, Advisory Board, Investors, Calendar, Legislators Dinner*

1. **Call to Order** – Travis Moskalski

Board Members present: Lawrence Simpkins, Travis Moskalski, Roy Gladding, Lewie Lawrence, Ashley Chriscoe, Wayne Jessie, Robert Lawrence, Rob Akers

Board Members absent: Amy Dubois, Keith Hodges

Staff: Liz Povar, Beth Johnson

Guest: Stephanie Heinatz, Consociate Media

1. **Approval of December Minutes and January Officers’ & Staff Meeting Minutes\*** – Motion was made by Roy Gladding and seconded by Ashley Chriscoe to approve the minutes from the December meeting and the January Officers’ & Staff Meeting. Motion carried.
2. **Approval of Financial Report\*** – Beth Johnson presented the Financial Report for January. Motion was made by Ashley Chriscoe and seconded by Robert Lawrence to accept the financial report as presented. Motion carried.
3. **Learning Topic** – *JobsEQ Web Demo* withAusten Steele of Chmura Economics – Kyle West provided a web-based demonstration to familiarize the Board with the use of JobsEQ. JobsEQ is an analytical tool for economic development in which the MPA has licensed for use with its localities.
4. **Principal Officer Update\*** (in packet)– Liz Povar reviewed the Principal Officer Update report (attached) and noted a significant number of contacts are coming from existing businesses. Generally responses to these leads should be led by the local economic developer, so the MPA attempts to include the local developer as soon as possible when working with the client. This is also the reason that the MPA is providing its series of Business Retention Expansion webinar training for the LEDO team members.
5. **Open Issues/Old Business**
6. Officers Meeting
7. Resolutions – Advisory Committee \* – Travis Moskalski presented two Resolutions to create individual Advisory Committees (LEDO, Workforce, Communications, Small Business, Tourism, and State Partners) and the Operational Advisory Board for the Middle Peninsula Alliance. Motion was made by Robert Lawrence and seconded by Rob Akers to accept both Resolutions as presented. Motion carried.
8. Advisory Board Nomination Process \* – Liz Povar presented the proposed Advisory Board Nomination Process. Motion was made by Rob Akers and seconded by Ashley Chriscoe to accept the Advisory Board Nomination Process as presented. Motion carried.
9. Investor Approach Recommendations – Liz Povar reported in the first 8 months of implementing the Investor Strategy, the MPA has successfully recruited three companies and has five active conversations underway. Revisions to the current approach that could result in increased outcomes were discussed and the Board approved a revised approach that will utilize the personal relationships that Board members have with target investors, as well as the relationships that current investors have with other organizations. A new category of investment will be created for investors who wish to support the MPA at less than $1000 annually. Board also recommitted to supporting Investor Forums spearheaded by Delegate Hodges, after the General Assembly session is completed.
10. Committee Reports
11. Tourism Committee (in packet) – Chairman Roy Gladding reported on the status of previously approved tourism plan steps and also announced the MPA has received a $3750 Marketing Leverage grant from the Virginia Tourism Corporation. This grant is matched 1:1 by public and private partners in the Region. The objectives of the grant were discussed and implementation will begin in March.
12. LEDO Committee (in packet) – The LEDO team will meet Thursday, February 14th. VEDP is working with the MPA to host a site selection consultant in the Middle Peninsula for the day; May 2nd and the focus will be on VIMS, Aquaculture, and Ag. LEDO team will also be developing its 2019 marketing calendar which will include the third annual ThanksPartners event in Richmond.
13. Workforce Committee (in packet) – AshleyChriscoe RCC will be invited to a 2019 LEDO team meeting to update on its capabilities. Several stories have been provided by RCC to place on the MPA website. The stories needed revisions to aim their message to the business community. The MPA will continue to work with RCC on this.
14. Small Business Committee (in packet) – Rob Akers reported the Virginia Department of Small Business & Supplier Diversity (SBSD) in collaboration with the Women’s Business Center is offering one-on-one business counseling sessions. These sessions are designed to help businesses better understand how to do business with the Commonwealth of Virginia state agencies. A workshop sponsored by Dinwiddie Economic Development, SBDC, PTAC and SBSD is also being offered this month to assist entrepreneurs with How to: Identify Target Market; Effectively Respond to Solicitations; Write a Dynamic Business Plan; and What Can SWaM and Micro Business Certifications Do For You?
15. State Partners Committee – 1. Legislative Representatives Dinner – Liz Povar revisited the discussion of hosting a thank-you event for Legislative Representatives this summer; after discussion it was agreed that the MPA would sponsor the a regional meeting of the Rural Enhancement Authority, which reaches the same legislative audience.
16. Go Virginia Projects – The PamunkeyNet RFQ is posted; a Review Committee needs to be selected to review the responses in March. Staff submitted a $50k GO Virginia proposal for project pipeline development for the MPA Region; staff is working on a GO Virginia proposal for site characterization, to be submitted in late March.
17. MPPAA/MPA Collaboration – No update.
18. **New Business** (None)
19. **Locality & MPPDC Updates**

* **Gloucester:** A second brewery opened on Main Street.
* **Middlesex:** Prospect to purchase old Boy Scout Campground; Water Authority to run waterline & WIFI from Rosegill to Cooks Corner to Deltaville; Chili Cookoff; Solar Farm.
* **King and Queen:** Gamewood purchased by Riverstreet; Large Solar Farm.
* **West Point:** Brewery final design; Planning for Pavilion at Farmers Market; Walking trails: Kayak rentals; Mill build-out underway.
* **Tappahannock:** New police dept building with updated radio system; Revenue is up; Vacant commercial buildings; Hotel is moving along.
* **Essex:** New County Administrator; CIP process unfolding.
* **King William:** Atlantic Broadband to purchase Comcast internet; Lumos fiber to schools and County; KW Brewery construction to start in July.

1. **Adjournment** – Motion to adjourn was made by Ashley Chriscoe and seconded by Roy Gladding. Motion carried.