

MPA Board Meeting Minutes

October 9, 2019

6:30PM – 8:30PM

125 Bowden Street, Saluda, VA 23149

Meeting Goals: ***LEARN: Outdoor Recreation Office*** ***ACT: Advisory Board, Site Characterization Contract***

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

Board Members present: Travis Moskalski, Ashley Chriscoe, Lawrence Simpkins, Roy Gladding, Robert Lawrence, Amy Dubois

Board Members absent: Rob Akers, Wayne Jessie, Lewie Lawrence, Del. Keith Hodges

Staff: Liz Povar, Dawn Mantell

Guests: Stephanie Heinatz (Consociate Media); Cassidy Rasnick (Governor's Office); Jack Maytum (Design Nine)

II. **Approval of July Minutes*** – Motion was made by Ashley Chriscoe and seconded by Lawrence Simpkins to approve the minutes from the July meeting. Motion carried.

III. **Approval of Financial Report*** – Liz Povar, Principal Officer presented the Financial Reports for July through September and stated the financials were generated using new accounting software. Motion was made by Ashley Chriscoe and seconded by Robert Lawrence to accept the financial report as presented. Motion carried.

IV. **Learning Topic** – *Virginia Office of Outdoor Recreation*. Cass Rasnick, Director, Virginia Office of Outdoor Recreation currently serves as Deputy Secretary of Commerce and Trade for Rural Economic Development. Prior to her appointment, she managed the state's economic development efforts for two of the Commonwealth's largest industries – agriculture and forestry – while serving as manager of the Office of Business Development at the Virginia Department of Agriculture and Consumer Services, and previously, as Deputy Secretary of Agriculture and Forestry for Gov. McAuliffe. The Virginia Office of Outdoor Recreation was established by Gov. Northam just two months ago with its current focus being on business recruitment and expansion. Ms. Rasnick gave a presentation on the purpose and goals of the Office of Outdoor Recreation. Gov. Northam recently participated in a RV Tour visiting Virginia State Parks promoting outdoor space. There are future plans for a statewide conference to get brands in the industry together and share working ideas. A Media Fam Tour is also being planned for the Spring to promote tourism in Virginia. Liz Povar expressed interest in participating with the Media Fam Tour to provide input and assist in showcasing the many assets of the Middle Peninsula. Chairman Moskalski thanked Ms. Rasnick for coming and enlightening the Board on the work of the Office of Outdoor Recreation.

V. **Principal Officer Report** – Liz Povar reviewed the RiverLink timesheets in the Board's meeting packet summarizing the activities and total time spent on each project over the last three months by the Principal Officer. This new reporting format was implemented in July and in the future, will consist of additional columns as more grant-based projects are implemented.

* *Action Item*

VI. Open Issues/Old Business

- a) Policy #2019-3 (Procurement Policy) * – Chairman Moskalski asked the Board to take a moment to review the draft of Board Resolution 2019-3 (Procurement Policy). See policy attached to these minutes. Motion was made by Robert Lawrence and seconded by Roy Gladding to approve Policy #2019-3 (Procurement Policy) as presented.
- b) Advisory Board Nominations – Chairman Moskalski updated the Board on the status of nominations for the Advisory Board. 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. The Board has received nominations from Middlesex, Mathews, Gloucester and King & Queen Counties. Motion was made by Roy Gladding and seconded by Ashley Chriscoe to approve the current nominees while continuing to accept additional nominations with an emphasis on names from Essex and King William Counties and the Towns of West Point and Tappahannock.
- c) GO Virginia Projects
 - i. PamunkeyNet – Liz Povar introduced Jack Maytum, Senior Business Analyst, Design Nine. Mr. Maytum has a deep background in business model development and analysis and has been the lead analyst for Design Nine planning studies since 2015. For the PamunkeyNet project, he will focus on the business analysis and gap analysis tasks, and will work closely with other team members on identifying key economic and community goals that can be supported by broadband improvements. He will also assist with stakeholder meetings, strategic planning and service provider interactions, and coordination of work activities. Mr. Maytum also provided background information on Design Nine and their experience in feasibility studies. Mr. Maytum will be reaching out to the MPA Board members to receive their input and asked for assistance in contacting other stakeholders in their localities.
 - ii. Site Characterization –Chairman Moskalski reported that he and Liz Povar participated in an hour long phone interview last week with the engineering firm Draper Aden. Chairman Moskalski stated he left the call comfortable in their qualifications to complete this project within the budget that has been approved. Motion was made by Robert Lawrence and seconded by Ashley Chriscoe to approve contracting the services of Draper Aden to assist with Site Characterization. Liz Povar will followup with the firm to finalize the contract.
 - iii. Pipeline Projects – Liz Povar discussed project timeline and stated there are 7 or 8 potential project ideas on the table and 3 more have been identified. The first Strategic Doing Workshop coordinated by Purdue AgileLab has been set for November 6th. Board members will receive an invitation in the upcoming weeks.
- d) Investor Development – Chairman Moskalski reported the Meet the MPA Breakfast with Bankers Event on October 4th was well attended and received positive feedback from attendees. Six community banks were represented. Rudy Heintz, Consociate Media spoke on the importance and benefits as an investor of the MPA. Del. Hodges spoke of the challenges of Rural Coastal Virginia. Mr. Moskalski addressed the need for

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community investment and the goals and accomplishments of the MPA. Rob Akers spoke about the program goals of the MPA over the next years. This event was a combined effort with Matt Bruning of the Virginia Bankers Association to familiarize bank leaders with the valuable work of the MPA. The Virginia Bankers Association will follow up with the banks that were unable to attend and Liz Povar will follow up with referrals provided by the participating bank representatives. A letter from Chairman Moskalski has been drafted thanking participants for attending this event and will be distributed in the upcoming days. Chairman Moskalski thanked Larkin Garbee of 403 Main for hosting this event and providing an impressive setting and menu.

e) Committee Reports

- i. Tourism Committee (in packet) – Roy Gladding reported on the Tourism Partners’ Call which took place on August 20th. The purpose of this call was to update on the status of the Virginia Tourism Marketing Partnership Grant which will support the “Discover Virginia’s Middle Peninsula” promotion, and to begin to receive input from the tourism partners on creating the theme and developing the content priorities for the website update. Stephanie Heinatz, Consociate Media was introduced and facilitated the call. All localities from the MPA were represented on the call except for Essex and King & Queen Counties. Mr. Gladding stated it was a valuable discussion, producing an abundance of ideas for consideration. The next call is set for October 24 for the purpose of getting input from committee members on the draft strategy developed by Consociate Media.

MPA 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.”

Stephanie Heinatz of Consociate Media in collaboration with Andy Flint, Media Producer in Williamsburg provided a sample video to show the progress being made. The final video will be approximately 90 seconds to 2 minutes long. Liz Povar reminded the Board the script was previously approved and can be provided upon request.

- ii. LEDO Committee

1. Prospect Report – Liz Povar, Principal Officer apologized as the Prospect Report was inadvertently omitted from the packet. One additional referral from VEDP occurred in September but there were no sites meeting the criteria for this client because natural gas was a location factor. There was a discussion on accessibility to Natural Gas locally.
2. VEDP Marketing
 - a. 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. The theme is “Meet in the

Middle” and contains approximately 12 note cards. Each note card contains pictures and information showcasing the Region. Stephanie Heintz, Consociate Media reported the collateral material has been sent to the printing company and should be ready by October 11. A distribution database will be provided by VEDP to receive this material. The mailing will be followed up by a call from a VEDP representative to confirm receipt of the collateral and to determine if the company has interest in considering the MPA for a future expansion. This collateral will also be distributed at the ThanksPartners Event on November 18th.

- b. Fam Tour – Liz Povar, Principal Officer reported there were 13 participants from VEDP, VTC and GO Virginia in the October 3rd Fam Tour. This tour highlighted the natural resource (Blue/Green) economy of the Middle Peninsula and demonstrated professionalism and relevance to Virginia’s economic climate. This event began in Essex with a phenomenal tour of Tidewater Lumber, followed by an Oyster Academy event at Urbanna Seafood, and concluded with Deadrise Charter Tours in Mathews County where VIMS joined and was available to discuss research in rural areas. Liz Povar stated it was an informative event and she will followup on a recommendation made by the Tidewater Lumber Company concerning the need for CLT facility.
 - c. Media Tour – Coordinated by VEDP and planned for May 2020.
 - d. ThanksPartners – November 18th to be held in Richmond at Rappahannock Oysters. All Board members are encouraged to attend.
- iii. Small Business Committee (in packet) – In the absence of Rob Akers, Liz Povar reported on the draft MPA Business Forward Calendar FY 2020 and the emphasized how each of these events can provide an opportunity for potential leads. Implementation will be dependent on support from the banking community.

VII. New Business

1. Policy re: Annual Meeting & Election of Officers – Chairman, Travis Moskalski presented MPA Policy 2019-4 to establish the date of the MPA annual meeting as January of each year, during which meeting the Officers will be elected. A motion was made by Roy Gladding, seconded by Lawrence Simpkins, to approve Policy 2019-4. Until January, the MPA will continue with the current slate of officers.

VIII. Locality, MPPDC & Legislative Updates

a) Locality Update

- **King and Queen:** Pending ABC licensing, new brewery on Route 33 to open in the Fall; Applied for VATI grant to run fiber to underserved residents; MPA Chairman Moskalski signed a letter of support for this application

- **Tappahannock:** New Propane & Oil dealer; Town and County working together for Main Street application; Town and County continuing their visioning process.
- **Mathews:** Broadband Committee was set up with 32 members; Working on Courthouse Green
- **West Point:** Crab Carnival was a success; Riverwalk Pavilion planning process moving along; Town purchased property on Main Street with prospect of economic development.
- **King William:** First large solar project 1000 acre plus, currently in process; Tractor Supply coming along; EDA went to General Assembly with Del. Peace to add 2 more members.
- **Gloucester:** Should have 25-30 acres of frontage on Route 17 with sewer and broadband in a year and under control by the County.

b) MPPDC Update (None)

c) Legislative Update (None)

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