

VIRGINIA'S INDUSTRIAL ADVANCEMENT ALLIANCE

EXECUTIVE COMMITTEE MEETING

Wednesday, May 23rd, 2019 – 5:00 pm

Golf Club, Wytheville, Virginia

A G E N D A

**I. CALL TO ORDER/WELCOME: Eric R. Workman, Ed.D.
Chairman**

II. APPROVAL OF MINUTES:

- **January 2019 Executive Committee Meeting**
- **March 2019 Executive Committee Meeting**

**III. FINANCIAL REVIEW: Steve Truitt
Treasurer**

- **April Financials**
- **Budget**

**IV. EXECUTIVE DIRECTOR REPORT Josh Lewis
Executive Director**

- **Executive Director - Activity Report**
- **WCC Partnership**
- **Expansion/Staff Position**

V. NEXT MEETING:

- **Full Board Meeting - Thursday, June 27th, 2019 (Noon) –
Wytheville Meeting Center**

VI. ADJOURN.

VIRGINIA'S INDUSTRIAL ADVANCEMENT ALLIANCE

EXECUTIVE COMMITTEE MEETING

Wednesday March 28, 2019 – 12:00 PM

Wytheville Meeting Center

Wytheville, Virginia

MINUTES

MEMBERS PRESENT:

Eric R. Workman, Ed.D. (Chairman)	Bland County
Michael Carter (Vice-Chairman)	Smyth County
Keith E. Barker (Secretary)	Galax
Steve Truitt (Treasurer)	Carroll County
Stephen Bear	Wythe County
Mitch Smith (alternate)	Grayson County
Josh Lewis	VIAA Director

Guests – David Rose and Kyle Laux from Davenport Financial

1. CALL TO ORDER/WELCOME:

Dr. Workman called the meeting to order and welcomed those present and declared a quorum present.

2. Guest Presentation

Dr. Workman turned the meeting over to Davenport Financial for a brief presentation and discussion. Mr. Rose and Mr. Laux gave an overview of our region as compared to the state and nation, and how financial attributes of our localities make us a strong partnership for possible investment in regards to economic development. Cost of living, debt service, prevailing wages, tax rates, etc. were all favorable when compared to the state and other regions.

3. APPROVAL OF MINUTES:

Minutes were not included in the packet and will be considered at the next meeting.

4. FINANCIAL REVIEW:

- Mr. Truitt and Mr. Lewis presented the financial review for the board. Mr. Carter made the motion to accept the financial report. The motion was seconded by Mr. Bear and passed unanimously.
- Mr. Lewis spoke on locality funding. All were at even levels; however no locality has completed the budget discussions with their boards at this time. A final budget will be considered at the May meeting.

5. EXECUTIVE DIRECTORS REPORT

- Mr. Lewis gave an overview of his activities for the past month and the current business prospects that are still in process. The report is attached.
- The report concerning social medial and outreach platforms is attached.
- Mr. Lewis presented information on VEDP referrals and we seem to be up for the year to date. The report is attached.
- There was discussion on meeting with our legislators later this spring/early summer concerning the tobacco commission revisions for salary consideration in possible economic development projects. They are using new measuring criteria that are based on prevailing wages rather than the past use of 1.5 x minimum wage. No one is arguing against higher salaries. but there was discussion on how this will impact future projects. Mr. Lewis will work on a possible meeting.

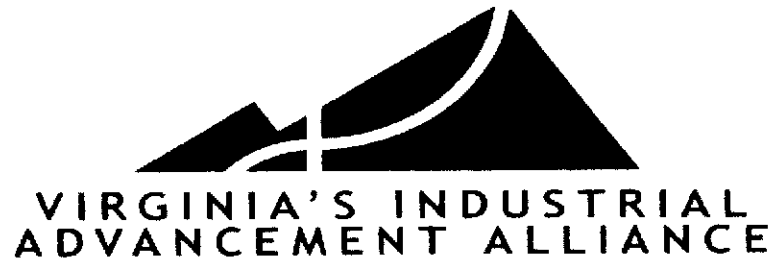
6. NEXT EXECUTIVE COMMITTEE MEETING:

The next meeting date was set as May 23, 2019 (Noon) for the executive committee at the Wytheville Golf Club.

With no further business to come before the Committee, the meeting adjourned.

Eric R. Workman, Ed.D., Chairman

Keith E. Barker, Secretary

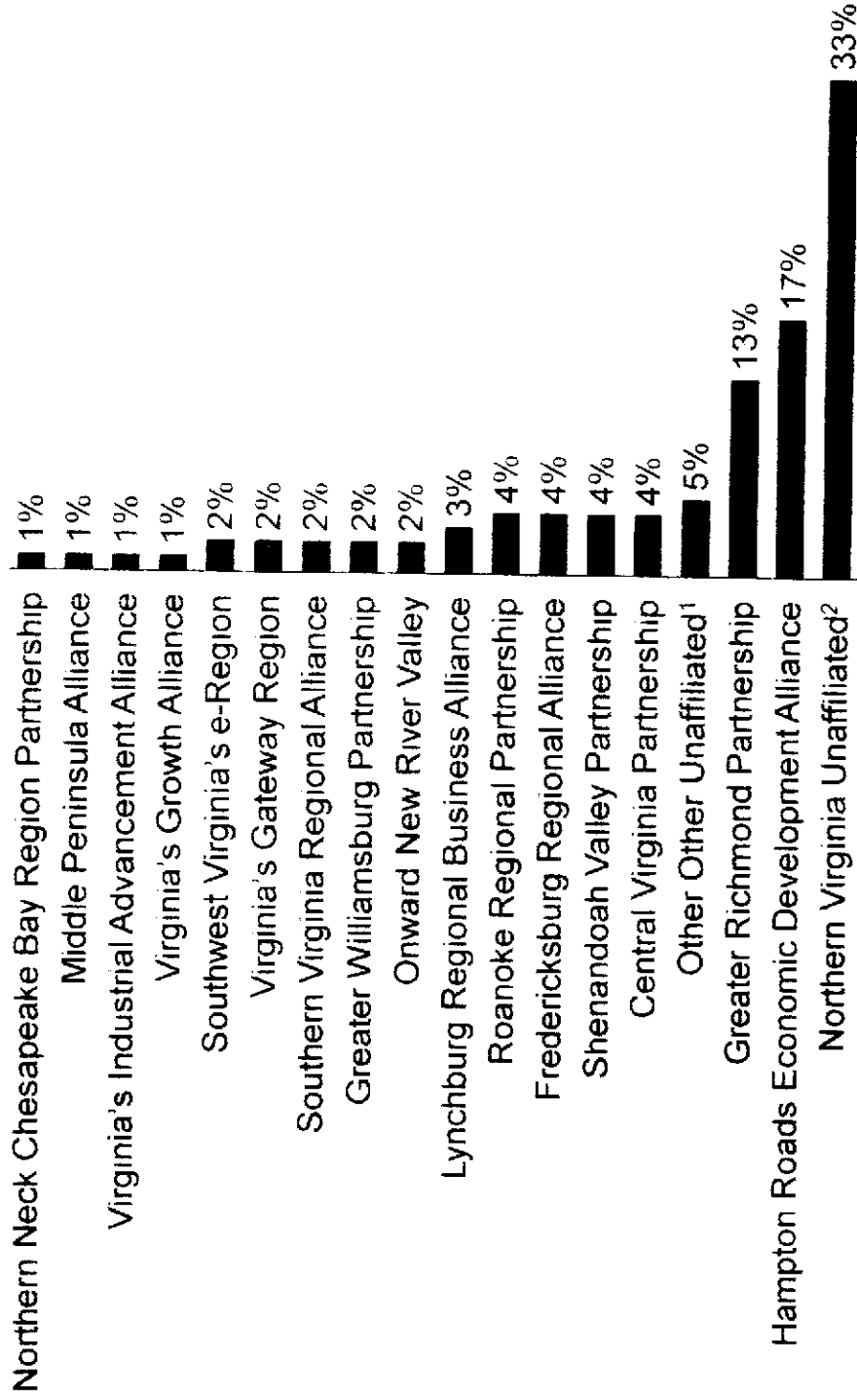


**Executive Director's Key Activity Report
1/19 – 3/19**

- 1-7-18 -Tobacco Commission Meetings - Richmond
- 1-28-1-29 – VEDA Legislative Day - Richmond
- 2-5 – GO Virginia Council Meeting & Economic Development Sub (Duffield)
- 2-11 - Meeting with Prospect
- 2-13 – Meeting with Prospect
- 2-14 – Meeting with Skyline Bank new President
- 2-19 – Meeting with Prospect
- 2-20-2-21 – VEDP Leadership Meetings Richmond
- 2-25-2-27 - Site Consultant Meetings in Dallas
- 3-6-3-7 – Meeting with Prospect
- 3-11 – Meeting with Prospect
- 3-19 – GO Virginia Chair/ Vice Chair Meeting in Richmond
- 3-25-3-27 - Site Consultants Guild Annual Conference – Salt Lake City
- 3-31-4-2 - Area Development Outfront Site Consultant Forum - Richmond

SHARE OF VIRGINIA EMPLOYMENT BY REGION

N = 4.2 million jobs
November 2018



¹ Other unaffiliated localities: Accomack, Amelia, Bristol, Charles City, Clarke, Craig, Frederick, Goochland, Henry, Martinsville, New Kent, Northampton, Powhatan, Rappahannock, Warren, Washington, and Winchester

² Northern Virginia Unaffiliated includes Alexandria, Arlington, Fairfax, Fairfax City, Falls Church, Fauquier, Loudoun, Manassas, Manassas Park, and Prince William

VEDP GENERATED LEADS BY REGION

FY18 FY19 YTD

Variance
FY19 YTD -
FY18

Leads generated by VEDP and referred to client per region¹
Number, FY18 to February FY19

	FY18	FY19 YTD	Variance FY19 YTD - FY18
Northern Neck Chesapeake Bay Region Partnership	1	3	
Middle Peninsula Alliance	6	3	
Virginia's Industrial Advancement Alliance	22	25	
<i>Hampton Area</i> Virginia's Growth Alliance	28	36	
<i>coal fields</i> Southwest Virginia's e-Region	20	23	
<i>A. S. of Richmond</i> Virginia's Gateway Region	44	54	
<i>Waldorf</i> Southern Virginia Regional Alliance	30	23	
<i>Prince George's</i> Greater Williamsburg Partnership	16	25	
<i>James City / York</i> Onward NRV	24	27	
Lynchburg Regional Business Alliance	14	12	
Roanoke Regional Partnership	35	39	
Fredericksburg Regional Alliance	23	24	
<i>D. by counties</i> Shenandoah Valley Partnership	31	38	
Central Virginia Partnership	21	16	
Other Unaffiliated ²	53	68	
Greater Richmond Partnership	56	81	
Hampton Roads Economic Development Alliance	48	67	
Northern Virginia Unaffiliated ³	19	26	

¹ Leads are based on the initial date a site or building is referred by VEDP to a prospect in support of a unique project opportunity.

² "Other Unaffiliated" localities: Accomack, Amelia, Bristol, Charles City, Clarke, Craig, Frederick, Goochland, Henry, Martinsville, New Kent, Northampton, Powhatan, Rappahannock, Warren, Washington, and Winchester

³ Northern Virginia Unaffiliated includes Alexandria, Arlington, Fairfax, Fairfax City, Falls Church, Fauquier, Loudoun, Manassas, Manassas Park, and Prince William

VEDP PROPERTY REFERRALS BY REGION

Total number of properties referred to prospects by VEDP per region ¹ Number, FY 18 to February FY 19	Variance			
	TOTAL	FY18	FY19 YTD	FY19YTD- FY18
Northern Neck Chesapeake Bay Region Partnership	4	1	3	
Middle Peninsula Alliance	14	8	6	
Virginia's Industrial Advancement Alliance	84	47	37	
Virginia's Growth Alliance	144	71	73	
Southwest Virginia's e-Region	72	32	40	
Virginia's Gateway Region	189	92	97	
Southern Virginia Regional Alliance	101	54	47	
Greater Williamsburg Partnership	62	26	36	
Onward NRV	80	42	38	
Lynchburg Regional Business Alliance	39	25	14	
Roanoke Regional Partnership	149	66	83	
Fredericksburg Regional Alliance	107	46	61	
Shenandoah Valley Partnership	169	81	88	
Central Virginia Partnership	68	39	29	
Other Unaffiliated ²	267	122	145	
Greater Richmond Partnership	477	220	257	
Hampton Roads Economic Development Alliance	437	183	254	
Northern Virginia Unaffiliated ³	234	102	132	

¹ Property referrals are based on the total number of sites or buildings referred by VEDP to a prospect in support of its project pipeline

² "Other Unaffiliated" localities: Accomack, Amelia, Bristol, Charles City, Clarke, Frederick, Goochland, Henry, Martinsville, New Kent, Northampton, Powhatan, Warren, Washington, and Winchester

³ Northern Virginia Unaffiliated includes Alexandria, Arlington, Fairfax, Fauquier, Loudoun, Manassas, and Prince William



Statistics through January 2019

Total Followers: Twitter = 175 Facebook = 74 LinkedIn = 75

Total Impressions: Twitter= 4,179 Facebook= 1,722 LinkedIn= 371

Average Engagement Rate: Twitter= 2.05% Facebook= 4.99% LinkedIn= 8.62%

Total Page Visits: Twitter= 58 Facebook= 8 LinkedIn= 104

JANUARY 2019

Twitter:

5 New Followers

5 Tweets

4,179 Impressions

86 Engagements

2.05% Engagement Rate

58 Profile Visits

Facebook:

2 New Followers

4 Posts

1,722 Impressions

86 Engagements

4.99% Engagement Rate

8 Page Visits

LinkedIn:

2 New Followers

4 Posts

371 Impressions

32 Engagements

8.62% Engagement Rate

104 Page Visits

Notes: The Smyth County announcement and the Wytheville Community College video received the most impressions and engagements. The Smyth County announcement had the most engagements, totaling 110 across all three platforms.

Virginia's i81-i77 Crossroads

i81-i77crossroads.com



Position Title

Business Investment and Marketing Manager

PRIMARY RESPONSIBILITIES

BUSINESS INVESTMENT

- Lead cultivation activities such as business outreach and attending trade shows
- Serve as point of contact for business inquiries, leads, and prospects
- Identify, procure and utilize CRM system to document and track prospects, leads and projects
- Obtain comprehensive knowledge of regional and state business environment and incentive programs
- Assist with managing projects from initial inquiry until closure/announcement

BUSINESS RETENTION

- Develops method and system for organizing regional partners for annual or bi-annual meetings with top manufacturing/IT/industry employers in the region
- Punctual follow-up to assist regional employers by facilitating steps to address needs
- Participates in local and regional organizations that serve local industry

MARKETING

- Assists in creating yearly marketing and lead generation plans
- Identify and create marketing outreach initiatives for funding consideration
- Assist with planning and hosting regional tours for prospects and consultants
- Assist with organizing executive committee, investor committee, board meetings and other organizational gatherings
- Build positive relationships with stakeholders, VEDP, government agencies and other economic development allies
- Other Duties as assigned

REQUIRED SKILLS

- Proficiency in Microsoft Outlook, Word, Excel, and Power Point. Also, familiarity with databases and CRM programs.
- Excellent written and oral presentation skills
- Excellent interpersonal skills that create an ability to gain the trust and confidence of stakeholders, allies, and prospects
- Customer service orientation
- Ability to excel in a small team-oriented work environment
- Analytic skills
- Strong memory and recall to serve as an informational resource
- Strong organizational skills and ability to prioritize as well as multi-task
- Self-motivator with ability to approach job responsibilities from an entrepreneurial perspective
- Valid driver's license and must be able to obtain a passport.
- Understanding of the mission and goals of VIAA
- Willingness to travel domestic and internationally
- Willingness to work irregular hours
- Commitment to continuous improvement in all job responsibilities.

DESIRED EXPERIENCE & QUALIFICATIONS

- Minimum undergraduate degree in business, marketing, or related fields.
- Economic development experience preferred or business development experience
- Business to Business marketing
- Familiarity with commercial real estate
- Some familiarity with industrial and business sector processes
- Work on deadline-oriented projects
- Strong desire to learn and make a difference

Please send resume and inquiries to jlewis@viaalliance.org



\$45K → \$55K