

## NORTHERN VIRGINIA REGIONAL COMMISSION

### Minutes of the Commission Meeting Held Thursday, March 31, 2016

#### COMMISSIONERS

(The names of those members present are highlighted.)

|  |                                 |
|--|---------------------------------|
| Hon. Willie F. Bailey  | <i>City of Alexandria</i>       |
| <b>Hon. Tony R. Buffington</b>                                   | <b>County of Loudoun</b>        |
| <b>Hon. Sharon Bulova</b>  | <b>County of Fairfax</b>        |
| Hon. David S. Butler   | <i>Town of Leesburg</i>         |
| Hon. Peter Candland  | <i>County of Prince William</i> |
| <b>Hon. John C. Cook</b>   | <b>County of Fairfax</b>        |
| Hon. Laurie A. Dirocco   | <i>Town of Vienna</i>           |
| <b>Hon. Gerald M. Foreman II</b>                                 | <b>Town of Dumfries</b>         |
| Hon. Kwasi Fraser  | <i>Town of Purcellville</i>     |
| Hon. Libby Garvey  | <i>County of Arlington</i>      |
| <b>Hon. Penelope A. Gross, NVRC Chairman</b>                     | <b>County of Fairfax</b>        |
| Hon. Pat Herrity   | <i>County of Fairfax</i>        |
| <b>Hon. Catherine Hudgins</b>                                    | <b>County of Fairfax</b>        |
| <b>Hon. Frank Jones</b>  | <b>City of Manassas Park</b>    |
| <b>Hon. Jeffrey C. McKay</b>                                     | <b>County of Fairfax</b>        |
| <b>Hon. Lisa C. Merkel – alternate Vice Mayor Jennifer Baker</b> | <b>Town of Herndon</b>          |
| Hon. Martin E. Nohe  | <i>County of Prince William</i> |
| Hon. Harry J. Parrish II   | <i>City of Manassas</i>         |
| <b>Hon. Redella S. Pepper, NVRC Treasurer</b>                    | <b>City of Alexandria</b>       |
| <b>Hon. Frank J. Principi</b>                                    | <b>County of Prince William</b> |
| Hon. Phyllis J. Randall  | <i>County of Loudoun</i>        |
| <b>Hon. R. Scott Silverthorne</b>                                | <b>City of Fairfax</b>          |
| <b>Hon. Kathy L. Smith</b>                                       | <b>County of Fairfax</b>        |
| Hon. David Tarter  | <i>City of Falls Church</i>     |
| Hon. John Vihstadt   | <i>County of Arlington</i>      |

#### STAFF PRESENT

|                       |   |
|-----------------------|---|
| G. Mark Gibb          | <i>Executive Director</i>                       |
| Linda M. Tenney       | <i>Deputy Director</i>                          |
| Gina Kesselmann-Smith | <i>Executive Assistant</i>                      |
| Ken Billingsley       | <i>Director, Demographics and Information</i>   |
| Normand Goulet        | <i>Senior Environmental Planner, IT Manager</i> |
| Jeongmin Kim          | <i>NVRC international intern</i>                |
| Robert Lazaro         | <i>Director, Regional Energy Planning</i>       |
| Dale Medearis         | <i>Senior Environmental Planner</i>             |
| Rashmi Puranik        | <i>Federal Grants Data Analyst</i>              |
| Michelle Simmons      | <i>Director, Human Services</i>                 |
| Debbie Spiliotopoulos | <i>Senior Environmental Planner</i>             |
| Peggy Tadej           | <i>No. Va. Regional BRAC Coordinator</i>        |
| Erica Wohlleben       | <i>NVRC Intern</i>                              |

#### OTHERS PRESENT

|                          |   |
|--------------------------|---|
| Rick Allison             | <i>Paxton Companies</i>                               |
| Chuck Bean               | <i>Metropolitan Washington Council of Governments</i> |
| Katie Boyle              | <i>Fairfax County Staff</i>                           |
| Michael Forehand         | <i>Northern Virginia Chamber of Commerce</i>          |
| Bill Leighty (via phone) | <i>Managing Principal of "DecideSmart"</i>            |
| Diana Meiser             | <i>Prince William County Staff</i>                    |
| Kevin McNulty            | <i>Northern Virginia Chamber of Commerce</i>          |
| Sue Rowland              | <i>NVRC – Legislative Liaison</i>                     |

- CALL TO ORDER                      Chairman Gross called the meeting to order at 7:35 p.m.
- PLEDGE OF ALLEGIANCE              The Pledge of Allegiance was recited by all present.
- ROLL CALL                              The roll was called and all members present or absent were noted for the record.
- APPRECIATION                        Chairman Gross introduced the monthly Chairman's "Thank you Award" and selected two staff members at NVRC for this month: Erica Wohlleben and Rashmi Puranik.
- Chairman Gross also thanked Rick Allison and Paxton Companies for all the help during the Blanket Drive.

Blanket/Coat Drive Facts:

- 2015 was the 3<sup>rd</sup> year and the first to include coats
- In 2013 29,000 pounds of donations were collected
- In 2014, 39,180 pounds of donations were collected
- In 2015, 144,710 pounds of donations were collected. More than 4 times what was collected in 2013
- In 2015, 4,912 boxes were packed and shipped to Turkey

During the entire time Paxton has donated its services for free.

- MINUTES                                Commissioner Bulova moved approval of the Commission meeting minutes of February 25, 2016. The motion was seconded by Commissioner Pepper and carried unanimously.
- Commissioner Buffington, Commissioner McKay, Commissioner Merkel's alternate Vice Mayor Baker and Commissioner Jones abstained, as they had not attended the last Commission meeting.

- PRESENTATION 1                      Chairman Gross introduced Bill Leighty, who joined the Commission Meeting by phone to give the Commissioners an update on "Go Virginia".

A memo was circulated that stated the following:

The legislation as adopted by the General Assembly (not yet signed by the Governor) establishes a statewide Virginia Growth and Opportunity Board (Board). The legislation creates a Fund to support the activities of the Board and calls for the creation of Regional Councils. The number of Regional Councils is at the discretion of the Board. The Board is made up of 22 members inclusive of three (voting) ex-officio members. As adopted, the General Assembly directly controls the appointment of 15 of the 22 appointees.

Membership of the Growth and Opportunity Board

Seven Members as appointed by the General Assembly:

- Four members of the House of Delegates including the Chairman of House Appropriations and three members appointed by the Speaker of the House.
- Three members of the Senate including the Chairman of the Senate Finance Committee and two members appointed by the Senate Rules Committee.

12 non-legislative members:

- Four appointed by the Speaker of the House, all of whom must be from different regions and must have extensive business backgrounds.

- Four appointed by the Senate Committee on Rules, all of whom must be from different regions and must have extensive business backgrounds.
- Four appointed by the Governor, all of whom must be from different regions and must have extensive business backgrounds. At least two of the Governor's appointees shall represent areas other than those represented by Planning Districts 8, 15, 16 or 23.

Three ex-officio members with voting privileges from the following:

- Secretary of Agriculture and Forestry
- Secretary of Commerce and Trade
- Secretary of Education
- Secretary of Technology

#### Powers and Duties of the Board

The legislation spells out numerous powers and duties of the Board, to include:

1. Designating regions for the purpose of administering this article.
2. Certifying qualifying regions and regional councils
3. Developing and implementing guidelines and procedures for application for and use of any funds

#### Virginia Growth and Opportunity Fund

The legislation creates the aforementioned Fund for the purposes of this Act. As laid out in the legislation, "Moneys in the fund shall be used to facilitate regional collaboration on economic growth and diversification."

The legislation allocates funding as follows:

1. A portion of the Fund may be used to support the initial organizational efforts of each regional council, such as capacity building activities, project prioritization, and studies and analyses related to the development of an economic growth and diversification plan for the region, including identification of existing and prospective gaps in education and skills within the region;
2. A portion shall be reserved for specific projects in each region on the basis of a region's share of state population, based on population estimates by the Weldon Cooper Center for Public Service at the University of Virginia. However, the Board may cancel such reservation in whole or in part if, in the Board's judgment, the region has failed to establish a certified regional council or to otherwise meet the qualifications for grant funding in accordance with this article; and
3. A portion shall be competitively awarded on the basis of expected economic impact and outcomes with regard to a region's population.

#### Formation of Regional Councils

The legislation calls for the following with respect to Regional Councils:

1. A regional council may be established in each region identified by the Board. There is no limit as to the number of persons serving on the regional council.
2. When there is no certified regional council in existence in a region, the Board may provide for the formation of a regional council by designating a formation committee.
3. A regional council shall include representatives from:

- a. The education sector, including school divisions, community colleges and public institutions of higher education
- b. The economic and workforce development sector
- c. Local government
- d. Planning District Commissions
- e. Nonprofit organizations
- f. Other entities that significantly affect regional economic or workforce development

A majority of the members of the regional council shall be from the private sector with demonstrated significant private-sector business experience. A regional council shall be chaired by a citizen member from the region with significant private sector business experience.

The Board shall certify that the regional council member selection process, membership, governance, structure, composition and leadership meet the requirements of this article and the program guidelines and procedures.

#### Award of Grants to Regional Councils

The legislation requires the Board to establish guidelines, procedures and objective criteria for the award and distribution of grants from the Fund to the regional councils.

It is imperative to note the following requirement:

“In order to qualify to receive grants from the Fund, a regional council shall develop an economic growth and diversification plan to (i) promote private-sector growth and opportunity in the region (ii) identify issues of economic competitiveness for the region, including gaps in education and skills required to meet existing and prospective employer needs within the region; and (iii) outline steps that the collaborating business, education and government entities in the region will pursue to expand economic opportunity, diversify the economy, and align workforce development activities with the education and skills needed by employers in the region.”

#### Northern Virginia Regional Commission’s Role

NVRC is well positioned to play a positive role in this project. NVRC is the only organization that serves the region with an objective role related to regional issues and activities. The newly established NoVaRegion Foundation provides the vehicle by which a regional council could be formed to apply to the Board for certification.

Mr. Leighty also gave a quick overview on how the Go Virginia Initiative started, emphasized that this is a bipartisan effort and said that it consists of 4 major components:

1. The Go Virginia Grants
2. Collaborative Economic Development Incentive
3. Research Incentive Fund / Investment Fund
4. Infrastructure Investments

Moreover, Mr. Leighty advised the Commissioners to define the regions themselves and decide who should be on the board.

#### *Questions and answers*

Chairman Gross asked how NVRC should proceed. Mr. Gibb proposed to have this matter discussed in the Workforce Committee.

Commissioner Bulova questioned whether NVRC will have competition among

regional organizations.

Chairman Gross responded that we should partner with those regional organizations, rather than compete against them.

Commissioner Smith asked when the regions will be decided. Mr. Leighty answered that once the state board is formed, the regions will be formed as well.

Commissioner Buffington asked for Go Virginia's mission statement. Mr. Leighty said that it is an attempt to reform the Virginia economy to make it more resilient in the future by utilizing the talents and ideas of each of the region separately rather than choosing a statewide approach.

Commissioner Gross added that the NoVaRegion Foundation could be the right structure for Go Virginia.

## PRESENTATION 2

Chairman Gross welcomed and introduced Chuck Bean, the Executive Director of the Metropolitan Washington Council of Governments, who came to talk about the Global Cities Initiative.

The Global Cities Initiative is a joint project of the Brookings Institution and JPMorgan Chase. Launched in 2012, the Global Cities Initiative helps public and private sector leaders grow their metropolitan economies by strengthening international connections and competitiveness.

GCI is built on the concept that the global economy is a network of metropolitan economies, which are home to most of the world's population, production, finance, and sources of innovation. This initiative:

- Helps U.S. city and metropolitan leaders better leverage their global assets by unveiling the economic starting point of their communities on such key indicators as advanced manufacturing, exports, foreign direct investment, freight flow, and immigration.
- Provides these leaders with proven, actionable ideas for how to expand the global reach of their economies, building on best practices and policy innovations from across the nation and around the world.
- Creates an international network of leaders from global cities intent upon deepening global trade relationships.

Greater Washington, composed of the District of Columbia, suburban Maryland, and Northern Virginia was selected by Brookings after a rigorous and competitive application process. The region has now begun work on creating a data-driven market assessment, which will evaluate the region's current export economy, support systems, and opportunities for growth. The region will then integrate those findings into a comprehensive metropolitan export plan aligning goals, strategies, tactics, and operational commitments.

Mr. Bean also commented on the Go Virginia Initiative and said that NVRC is a great fit for it. He also added that the Council of Governments (COG) could help.

## Questions and Answers

Commissioner Buffington asked for GCI's mission statement, which is "strengthening and diversifying regional economy by increasing exports".

EXECUTIVE  
DIRECTOR'S  
REPORT

Printed copies of the report were distributed and Mr. Gibb went through the slides:

- Solarize Spring 2016
- Solar in the Region – MW Installed per Jurisdiction
- Four Mile Run
- Bike / Pedestrian Safety Event
- Community & Military Partnerships of NOVA
- Vienna Charrette – Fall 2016
- Dulles Matters II – Moving Forward Together – May 11, 2016 (7am-11:30am)
- NoVaRegion Foundation - Update

CHAIRMAN'S REPORT

Chairman Gross reminded the Commissioners that the rescheduled Roundtable discussion on Workforce is taking place at the NVRC office location April 22, 2016 from 8:30 am to Noon.

Chairman Gross also mentioned the status of the NVRC management audit that was discussed at the Commission meeting December 10, 2015 and announced that the Chief Administrative Officers received a proposal from GMU, but that this doesn't work and that the scope needs to be refined. After a discussion with some CAOs, a management and efficiency review can be done by an identified individual for much less than what a review would have cost through GMU.

LEGISLATIVE REPORT

Commissioner Bulova reported that the state funding for education is being improved and that it is hopefully just a beginning and we can build on it.

NVTA REPORT

As Commissioner Nohe was not present, Commissioner Bulova reported that the transaction plan is currently being updated.

ADJOURNMENT

Chairman Gross adjourned the meeting at 9:15 p.m.

Respectfully submitted:

G. Mark Gibb  
Executive Director

Approved by:

Penelope Gross,  
Chairman