

Minutes
Rural Virginia Action Committee Meeting
Board of Directors of the Virginia Economic Development Partnership
June 22, 2022
2:30 p.m. – 3:30 p.m.

Welcome and Call to Order

The meeting was called to order at 2:35 p.m. by Chair Rick Harrell, who noted that a quorum was present.

Members present: Chair Rick Harrell, Carrie Chenery, Secretary Caren Merrick, Xavier Richardson, Dan Pleasant, *ex officio*

Members absent: Nancy Agee, Stephen Edwards, Deborah Flippo

Other Board Members: Secretary Stephen Cummings, Greg Fairchild, April Kees, Ned Masee, Vince Mastracco, Marianne Radcliff, and Steve Stone

VEDP staff present: Lindsay Barker, Star Cranston, Nicole David, David Devan, Jason El Koubi, Stephanie Florie, Jennifer Garrett, Stephen Hartka, Sandi McNinch, Christy Morton, and Adam Watkins

Guests present: None

Appointment of New Member

Board Chair Dan Pleasant notified Committee Chair Rick Harrell that he had appointed Xavier Richardson to the Rural Virginia Action Committee. Mr. Harrell welcomed Mr. Richardson.

Public Comment Period

Chair Harrell asked if there were any members of the public who wished to make a comment. There were none.

Approval of Minutes for March 16, 2022

Chair Harrell asked for approval of the minutes from the March 16, 2022, Committee meeting. A motion was made by Ms. Chenery and seconded by Mr. Richardson; the minutes were unanimously approved as presented.

Defining Rural Virginia and Recent Economic Trends

Chair Harrell introduced Mr. Hartka, who shared a brief recap of what the group discussed during the last Committee meeting on this topic and the goals for today's presentation.

Mr. Hartka explained how VEDP defines "rural" and "distressed" areas.

Mr. Hartka spoke about how urban areas have led population growth over the past decade, but mixed rural/urban areas have led employment growth. He highlighted a few regions that are leading this employment growth. Mr. Hartka and the Committee spoke about the breakdown of the 133 localities in Virginia between urban, rural, and mixed.

Mr. Hartka said the pandemic turned population growth trends on its head and that it will be interesting to see the sticking power of these new trends. Population in the rural and mixed areas grew, and population in the urban areas declined slightly. He stated that telework had driven a lot of this change.

Mr. Hartka stated that, contrary to initial forecasts, rural employment levels have recovered more quickly than urban employment levels, but in the longer-term rural Virginia is still expected to lag in overall growth.

Mr. Hartka ended his presentation by stating that the rural areas of Virginia face very different challenges and opportunities. The Committee engaged in a brief discussion about the proximity of some rural areas to urban areas and the spillover opportunities this position presents.

Chair Harrell thanked Mr. Hartka for his presentation.

Closed Meeting:

Upon the following motion made by Mr. Richardson, seconded by Ms. Chenery, and unanimously approved by the Committee, the Committee moved into a closed meeting.

I MOVE THAT THE RURAL VIRGINIA ACTION COMMITTEE OF THE BOARD OF DIRECTORS OF THE VIRGINIA ECONOMIC DEVELOPMENT PARTNERSHIP AUTHORITY CONVENE A CLOSED MEETING PURSUANT TO VIRGINIA CODE §2.2-3711(A)(50) TO ENGAGE IN A DISCUSSION OR CONSIDERATION OF THOSE PORTIONS OF VEDP'S STRATEGIC PLAN, MARKETING PLAN OR OPERATIONAL PLAN, THAT MAY RELATE TO TARGET COMPANIES, SPECIFIC ALLOCATION OF RESOURCES AND STAFF FOR MARKETING ACTIVITIES, AND SPECIFIC MARKETING ACTIVITIES THAT WOULD REVEAL TO THE COMMONWEALTH'S COMPETITORS FOR ECONOMIC DEVELOPMENT PROJECTS THE STRATEGIES INTENDED TO BE DEPLOYED BY THE COMMONWEALTH, THEREBY ADVERSELY AFFECTING THE FINANCIAL INTEREST OF THE COMMONWEALTH.

Mr. El Koubi asked that VEDP staff be allowed to stay for the closed meeting for all matters and Chair Harrell agreed.

Weather Emergency and Adjournment

Due to a weather emergency in downtown Richmond, the meeting was disbanded at 3:22 p.m. before the FOIA certification could be read. The Committee members took no further action on meeting matters and moved to a secure location to take shelter and did not reconvene the Committee meeting after the emergency passed. Please see attachments for more details.

Respectfully submitted,

A handwritten signature in black ink that reads "Nicole David". The signature is written in a cursive, flowing style.

Nicole David
Acting Recording Secretary

David, Nicole

From: El Koubi, Jason
Sent: Wednesday, June 22, 2022 3:31 PM
Subject: Severe Thunderstorm Warning - move away from exterior windows

Team:

The National Weather Service has issued a Severe Thunderstorm Warning for the Richmond area and urged people in the region to move into interior rooms and away from any exterior windows. Please do so now.

Jason

--

Jason El Koubi

President & CEO

Virginia Economic Development Partnership

Direct: 804.545.5616 | Mobile: 804.219.6232

VEDP.org

David, Nicole

From: Seiverd, Mark
Sent: Thursday, March 31, 2022 1:53 PM
To: VEDP - Cary Street Staff Only; VTC - Cary Street Office Only
Subject: FW: Send Word Now Alert

Importance: High

Mark Seiverd
Direct: 804.545.5644

-----Original Message-----

From: Anne Paul <swnalert@sendwordnow.com>
Sent: Thursday, March 31, 2022 1:52 PM
To: Seiverd, Mark <MSeiverd@vedp.org>
Subject: Send Word Now Alert
Importance: High

PLEASE STAY TUNED TO THE LOCAL WEATHER FORECAST. THE RICHMOND METRO AREA IS UNDER A TORNADO WARNING UNTIL 2:15 TODAY. IN THE EVENT OF A TORNADO, PLEASE TAKE SHELTER AWAY FROM WINDOWS AND GLASS. THE INTERIOR OF THE BUILDING SUCH AS INTERIOR CORRIDORS AND RESTROOMS, OR FIRE STAIRWELLS.

BULLETIN - EAS ACTIVATION REQUESTED
Tornado Warning
National Weather Service Wakefield VA
140 PM EDT Thu Mar 31 2022

The National Weather Service in Wakefield has issued a

* Tornado Warning for...
The City of Richmond in central Virginia...
Northwestern Chesterfield County in central Virginia...
Northwestern Henrico County in central Virginia...
South central Hanover County in central Virginia...

* Until 215 PM EDT.

The sender provided the following contact information.

Sender's Name: Anne Paul
Sender's Email: management@thejamescenter.com
Sender's Contact Phone: 18043443232