

VIRGINIA'S INDUSTRIAL ADVANCEMENT ALLIANCE

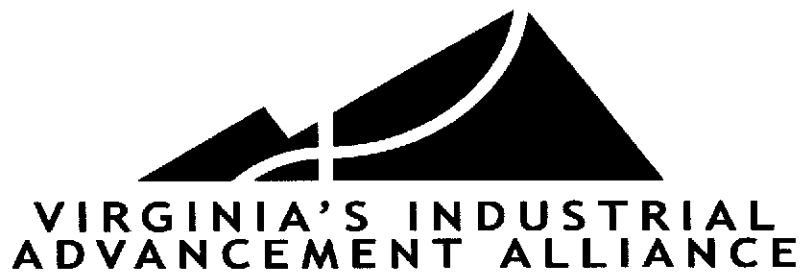
EXECUTIVE COMMITTEE MEETING

Wednesday, March 28th, 2019 – 5:00 pm

Meeting Center, Wytheville, Virginia

A G E N D A

- I. CALL TO ORDER/WELCOME:** **Eric R. Workman, Ed.D.**
Chairman
- II. GUEST PRESENTATION**
 - **David Rose - Davenport & Company**
- III. APPROVAL OF MINUTES:**
 - **January 2019 Executive Committee Meeting**
- IV. FINANCIAL REVIEW:** **Steve Truitt**
Treasurer
 - **February Financials**
 - **Budget**
- IV. EXECUTIVE DIRECTOR REPORT** **Josh Lewis**
Executive Director
 - **Executive Director - Activity Report**
 - **Open Discussion**
- V. NEXT MEETING:**
 - **Executive Committee - Thursday, May 23rd, 2019 (Noon) – Wytheville Golf Club**
- VI. ADJOURN.**



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

- 1/7-1/8 -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



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.

Mount Rogers Development Partnership Inc
Statement of Financial Position
February 28, 2019

Assets

Current Assets

The Bank of Marion	\$ 67,466.24
Prepaid Office Administrative Contract	<u>6,500.00</u>
Total Current Assets	73,966.24

Fixed Assets

Furniture/Fixtures	3,843.42
Machinery/Equipment	36,004.94
Less: Accumulated Depreciation	<u>(39,578.43)</u>
Total Fixed Assets	<u>269.93</u>
Total Assets	<u><u>\$ 74,236.17</u></u>

Liabilities & Net Assets

Current Liabilities

Accounts Payable	<u>16,586.34</u>
Total Current Liabilities	16,586.34

Net Assets

Unrestricted Operating Net Assets	126,911.11
Current Change-Net Assets Unrestricted	<u>(69,261.28)</u>
Total Net Assets	<u>57,649.83</u>
Total Liabilities & Net Assets	<u><u>\$ 74,236.17</u></u>

See Accountants' Compilation Report

Mount Rogers Development Partnership Inc
Statement of Activities

	1 Month Ended February 28, 2019	Pct	8 Months Ended February 28, 2019	Pct
Revenues & Other Support				
Public Sector Income	\$ 6,582.00	100.00	\$ 95,992.25	48.75
Private Sector Income	0.00	0.00	16,636.00	8.45
Grant Income	<u>0.00</u>	<u>0.00</u>	<u>84,279.72</u>	<u>42.80</u>
Total Revenues & Other Support	6,582.00	100.00	196,907.97	100.00
Expenditures				
Administration				
Professional Fees	0.00	0.00	5,015.00	2.55
Miscellaneous Expense	0.00	0.00	799.34	0.41
Office Administrative Expense	1,625.00	24.69	18,000.00	9.14
Contract Admin Expense	<u>8,694.47</u>	<u>132.09</u>	<u>69,555.76</u>	<u>35.32</u>
Total Administration Expenses	10,319.47	156.78	\$ 93,370.10	47.42
Marketing				
Postage	68.60	1.04	798.15	0.41
Telephone	233.54	3.55	1,724.73	0.88
Office Supplies	0.00	0.00	238.48	0.12
Dues & Subscriptions	0.00	0.00	50.00	0.03
Local & In-State Travel	1,740.27	26.44	6,226.94	3.16
National Travel-Outreach Marketing	0.00	0.00	38,181.73	19.39
National Travel-Outreach Mkt-Tobacco Grant	1,319.80	20.05	36,152.66	18.36
Material Updates	0.00	0.00	5,623.82	2.86
Material Update-Tobacco Grant	240.00	3.65	17,364.86	8.82
Research-Tobacco Grant	0.00	0.00	11,489.00	5.83
Advertising	0.00	0.00	21,550.00	10.94
Advertising-Tobacco Grant	0.00	0.00	32,320.00	16.41
Development Costs	0.00	0.00	1,671.00	0.85
Hospitality	<u>49.93</u>	<u>0.76</u>	<u>(592.22)</u>	<u>(0.30)</u>
Total Marketing Expenses	3,652.14	55.49	172,799.15	87.76
Other Expenditures				
Change in Net Assets	<u>\$ (7,389.61)</u>	<u>(112.27)</u>	<u>\$ (69,261.28)</u>	<u>(35.17)</u>

See Accountants' Compilation Report

Mount Rogers Development Partnership Inc
Schedule of Budget to Actual
Eight months ended 2/28/2019

	<u>Actual</u>	Total Annual <u>Budget</u>	Remaining <u>Budget</u>
Revenues & Other Support			
Public Sector Income	\$ 95,992.25	\$ 152,886.00	\$ 56,893.75
Private Sector Income	16,636.00	35,000.00	18,364.00
Interest Income	0.00	100.00	100.00
Grant Income	84,279.72	150,000.00	65,720.28
Total Revenue & Other Support	196,907.97	337,986.00	141,078.03
Expenditures			
Administration			
Furnishings	0.00	5,000.00	5,000.00
Professional Fees	5,015.00	7,000.00	1,985.00
Miscellaneous Expense	799.34	4,586.00	3,786.66
Office Administrative Expense	18,000.00	25,000.00	7,000.00
Contract Admin Expense	69,555.76	120,000.00	50,444.24
Total Administration Expenses	93,370.10	161,586.00	68,215.90
Marketing			
Postage	798.15	2,000.00	1,201.85
Telephone	1,724.73	2,300.00	575.27
Computer Updates	0.00	3,000.00	3,000.00
Office Supplies	238.48	100.00	(138.48)
Dues & Subscriptions	50.00	2,000.00	1,950.00
Local & In-State Travel	6,226.94	0.00	(6,226.94)
Local & In-State Travel-Tobacco Grant	0.00	10,000.00	10,000.00
National Travel-Outreach Marketing	38,181.73	0.00	(38,181.73)
National Travel-Outreach Mkt-Tobacco Grant	36,152.66	76,000.00	39,847.34
Material Updates	5,623.82	0.00	(5,623.82)
Material Update-Tobacco Grant	17,364.86	15,000.00	(2,364.86)
Research-Tobacco Grant	11,489.00	11,000.00	(489.00)
Advertising	21,550.00	0.00	(21,550.00)
Advertising-Tobacco Grant	32,320.00	35,000.00	2,680.00
Public Relations-Tobacco Grant	0.00	5,000.00	5,000.00
Development Costs	1,671.00	4,000.00	2,329.00
Hospitality	(592.22)	6,000.00	6,592.22
Website-Tobacco Grant	0.00	5,000.00	5,000.00
Total Marketing Expenses	172,799.15	176,400.00	3,600.85
Other Expenditures			
Change in Net Assets	\$ (69,261.28)	\$ 0.00	\$ 69,261.28

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