

# **VIRGINIA'S INDUSTRIAL ADVANCEMENT ALLIANCE**

## **VIAA BOARD OF DIRECTORS MEETING**

**Thursday, June 20, 2018 – 12:00 pm**

**Wytheville Meeting Center**

**Wytheville, Virginia**

### **A G E N D A**

#### **I. CALL TO ORDER/WELCOME:**

**Dr. Eric Workman  
Chairman**

- **Introductions**

#### **II. APPROVALS:**

- **October Board Minutes**
- **Financial Report** **Steve Truitt  
Treasurer**
- **FY19-20 Budget**

#### **III. DISCUSSION ITEMS:**

- **VIAA Presentation** **Josh Lewis**
- **Organizational Report**
  - **WCC**
  - **BI & Marketing Manager Position (approval needed)**
- **Round Table Discussion**

#### **IV. NEXT MEETINGS:**

- **Executive Committee – August 22<sup>nd</sup>, 12:00 pm –  
Wytheville Community College**
- **Investor Committee Meeting, September 26<sup>th</sup> 12:00pm  
Wytheville Community College**
- **VIAA Board Meeting – October 24th, 12:00 pm –  
Wytheville Community College**

#### **VIII. ADJOURN.**

# **VIRGINIA'S INDUSTRIAL ADVANCEMENT ALLIANCE**

## **EXECUTIVE COMMITTEE MEETING**

**Thursday, October 18, 2018 – 12:00 PM**

**Wytheville Meeting Center**

**Wytheville, Virginia**

### **MINUTES**

#### **MEMBERS PRESENT:**

<b>Eric Workman (Chairman)</b>	<b>Bland County</b>
<b>Steve Truitt (Treasurer)</b>	<b>Carroll County</b>
<b>Michael Carter (Vice-Chairman)</b>	<b>Smyth County</b>
<b>Mitch Smith</b>	<b>Grayson County</b>
<b>David Dillow</b>	<b>Chair Bland County IDA</b>
<b>David Kause</b>	<b>Wythe JIDA</b>
<b>Clinton Willie</b>	<b>Chair Carroll County IDA</b>
<b>Dr. Dean Sprinkle</b>	<b>WCC</b>
<b>John Smolak</b>	<b>AEP</b>
<b>Stephen Bear</b>	<b>Wythe County</b>
<b>Greer Faircloth</b>	<b>Atmos</b>
<b>Debra Flippo</b>	<b>Draper Aden</b>
<b>Josh Lewis</b>	<b>VIAA Director</b>

#### **CALL TO ORDER/WELCOME:**

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

#### **APPROVAL OF MINUTES:**

Dr. Workman asked if there were any comments regarding the executive minutes of the meeting in October 2017. There being none, a motion was made by Mr. Bear to accept the minutes. Dr. Sprinkle seconded the motion and, with no questions, it passed unanimously.

#### **FINANCIAL REVIEW:**

Mr. Truitt presented the financial review for the board. With no further discussion, Mr. Bear made the motion to approve the financials and amended budget as presented. The motion was seconded by Mr. Smith, with no further discussion, it passed unanimously.

**AMENDED BUDGET** – No action was taken by the board as the budget was approved to match Tobacco Grant requirements for the 2-year period.

#### **DISCUSSION ITEMS**

VIAA Presentation – Mr. Lewis gave a report on current progress toward becoming fully staffed and implementing strategic plan.

Organization Report – Mr. Lewis gave an overview of VIAA to the membership outlining current marketing efforts and successes.

Round Table Discussion – Regarding marketing efforts for the upcoming year.

**NEXT EXECUTIVE COMMITTEE MEETING:**

The next meeting date was set as June 27, 2019 (Noon) at the Wytheville Meeting Center for the full board meeting

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

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**Eric Workman, Chairman**

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**Keith E. Barker, Secretary**



## **Board of Directors Meetings:**

- October 24<sup>th</sup>, 2019 12:00 pm Wytheville
- June 25<sup>th</sup>, 2020 12:00 pm Wytheville

## **Executive Committee Meetings:**

- August 22<sup>nd</sup>, 2019 12:00 pm Wytheville
- Nov 21<sup>st</sup>, 2019 12:00 pm Wytheville
- January 23<sup>rd</sup>, 2020 12:00 pm Wytheville
- March 26<sup>th</sup>, 2020 12:00 pm Wytheville
- May 28<sup>th</sup>, 2020 12:00 pm Wytheville

## **Investor Committee Meetings:**

- Sept 26<sup>th</sup>, 2019 12:00 pm TBD
- Feb 27<sup>th</sup>, 2020 12:00 pm TBD
- April 23<sup>rd</sup>, 2020 12:00 pm TBD

Above you will find the meeting schedule for the 2019-2020 fiscal year. Please secure these dates and times within your calendar to ensure we can maintain quorums as well as an engaged and productive board. I look forward to working with each of you this year.

Best,

Joshua Lewis, CEcD

Executive Director

VIAA

[www.i81-i77crossroads.org](http://www.i81-i77crossroads.org)

# Virginia's i81-i77 Crossroads

i81-i77crossroads.com



## Mission Statement

VIAA supports the creation of job opportunities, a broadened tax base and an improved standard of living for the citizens of Bland, Carroll, Grayson, Smyth and Wythe counties and the city of Galax, by attracting and encouraging national and international businesses to locate and invest in the region; and by assisting existing companies to create or retain jobs.

### Our Identity



The Lead Economic Development Partnership in the Mount Rogers Region.

### Collaboration



Engage & Facilitate Regional and State Partners to attract industry and grow our regional economy.

### Inclusion



Foster trust and support from public and private sector stakeholders by providing transparency through communication and participation.

### Performance



Achieve Strategic Plan Goals and Objectives by operating with persistence, integrity, and accountability.

## Strategic Priorities

- 1 Grow, Retain, and Attract Jobs and Capital Investment
- 2 Promote and Communicate Regional Assets
- 3 Align Workforce Development Efforts with Business Needs
- 4 Provide Leadership in Regional Development Strategy
- 5 Identify and initiate efforts to improve regional business climate

## Outcomes

- Become regional recognized leader in business retention & attraction
- Ensure the 'I81-I77 Crossroads' brand is recognized among site consultants and industry professionals
- Reverse contraction trends and have net job and population growth by 2025
- Better position greenfield sites to attract investment
- Improved alignment and coordination among regional partners

# Virginia's i81-i77 Crossroads

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## Position Title

## Business Investment and Marketing Manager

### PRIMARY RESPONSIBILITIES

#### BUSINESS INVESTMENT

- Assist with lead cultivation activities such as business outreach and attending trade shows
- Serve as a 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 Suite
- 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
- 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](mailto:jlewis@viaalliance.org)



# Virginia's i81-i77 Crossroads

i81-i77crossroads.com



## Board & Officers

**Joshua M. Lewis**  
Executive Director  
VIAA

**\*Eric R. Workman, Ed.D.**  
County Administrator  
Local Government Director  
Bland County

**\*Michael Carter**  
County Administrator  
Local Government Director  
Smyth County

**\*Keith E. Barker**  
City Manager  
Local Government Director  
Galax

**\*Steven Truitt**  
County Administrator  
Local Government Director  
Carroll County

**\*William Shepley**  
County Administrator  
Local Government Director  
Grayson County

**\*Stephen Bear**  
County Administrator  
Local Government Director  
Wythe County

**David E. Dillow**  
Local IDA Director  
Bland County

**David Kause**  
Local IDA Director  
JIDA of Wythe County

**Harry Dean**  
Local IDA Director  
Smyth County

**Clinton Willie**  
Local IDA Director  
Carroll County

**John Smolak**  
Director of Economic  
Development  
Appalachian Power

**Jonathan Kruckow**  
Executive Vice President  
Skyline National Bank

**Grayson Patterson**  
Vice President  
BB&T

**Deborah Flippo**  
Business Development  
Manager  
Draper Aden Associates

**Dr. Dean E. Sprinkle**  
President - WCC  
Educational Representative  
Director  
Wytheville Community  
College

**Dr. Charlie White**  
VHCC President  
Educational Representative  
Director

**Aaron Sizemore**  
Executive Director  
PDC Representative  
Mount Rogers Planning  
District Commission

**Green Faircloth**  
Sales Representative  
Atmos Energy

\* Member, Executive Committee

## Partners

### Public Sector:



### Private Sector:



## Goals:

### Strategic Goals:

- Refine and increase brand recognition nationally and internationally that reinforces regional identification.
- Improve flow and regularity of project RFIs and site visits from VEDP
- Improve quantity and quality of regionally generated leads
- Maintain and enhance our regional alliance as intended
- Become the catalyst and facilitator for broader regional collaboration on projects of related economic development significance
- Provide additional forum for private sector investor interaction

### Performance Goals:

- Increase regionally produced prospect lead generation from 10%-40% over the next 3 years
- Increase and maintain private sector contribution to 1/3 of budget revenue within 3 years

### Organizational Goals:

- Staff expansion or contract to establish the equivalent of a team of three full time positions.
- Assist localities in improving infrastructure and marketing strategies based on quantitative analysis and prospect feedback
- Implement and monitor regional BRE program

### Target Industries:

- Food and beverage processing and manufacturing
- Information Technology; Data Centers & Cyber Security
- Plastics and Composite Material manufacturing
- Distribution and logistics