



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION

AGENDA
VIRGINIA GROWTH AND OPPORTUNITY BOARD GOVERNANCE AND POLICY COMMITTEE

Wednesday, May 22, 2024

8:00 AM – 9:30 AM

[Virtual Link](#)

Location:
Virtual Meeting

- | | | |
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| I. | OPENING | |
| | a. Call to order | Chair |
| | b. Roll Call | Cody Anderson |
| | c. Welcome New Members and Staff | Chair |
| | d. Public Comment | Chair |
| II. | Consent Agenda – Action Item | Chair |
| | a. Approval of March Meeting Minutes | |
| III. | Staff Report | Cody Anderson |
| | a. Action Item: Board Policy #4 – Traded Industry Sector Definition | |
| | b. Status Update and Memo – High Wage Job Eligibility Guidance Update | |
| | c. Status Update and Memo – Roadmap for Addressing JLARC Recommendations | |
| IV. | GO Virginia Board Retreat | Shara Gibson |
| | a. Update and Call for Feedback | |
| V. | Discussion Items | Cody Anderson |
| | a. GO Virginia Eligibility: Youth Entrepreneurship | |
| VI. | Information Item | Cody Anderson |
| | a. Upcoming Expiring Terms and Board Membership Turnover Report | |
| | b. Board Policy #11 – Program Match Requirements for Per Capita Projects | |
| | c. Board Policy #13 – Program Match Requirements for Competitive Projects | |
| VII. | ADJOURNMENT | Chair |

2024 Meeting Schedule

Full Board Meeting: June 4, 2024– Virtual
Governance and Policy Committee Meeting: September 9, 2024 – In Person
Full Board Meeting: September 10, 2024 – In Person
Full Board Meeting: December 10, 2024 – Virtual



VIRGINIA INITIATIVE FOR
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VIRGINIA GROWTH AND OPPORTUNITY BOARD GOVERNANCE AND POLICY COMMITTEE

March 12, 2024

12:00 PM

Library of Virginia

800 E. Broad St., Richmond VA. 23219

Members Present

Jim Cheng
The Honorable Stephen Cummings
Jim Dyke
Kenneth Johnson – Virtual (Glynn County,
Georgia; personal - vacation)
Emily O’Quinn
Todd Stottlemeyer
Pia Trigiani

Members Absent

Nancy Howell Agee
Heywood Fralin
Senator L. Louise Lucas
Delegate Luke Torian

Call to Order

Ms. Emily O’Quinn, Chair of the Virginia Growth and Opportunity (GO Virginia) Board Governance and Policy Committee, called the meeting to order.

Roll Call

Mr. Cody Anderson, GO Virginia Program Administrator for the Department of Housing and Community Development (DHCD), called the roll and stated that a quorum was present.

Public Comment

Ms. O’Quinn opened the floor for public comment.

No members of the public appeared before the Committee for the public comment period.

The public comment period was closed.

Consent Agenda

Ms. O’Quinn presented the meeting minutes of the January 29, 2024 meeting of the Committee for approval as part of the consent agenda.

A motion was made by Ms. Trigiani and seconded by Mr. Dyke to approve the consent agenda. The motion passed.

Nomination

Ms. O’Quinn opened the floor for nominations for the position of Vice Chair of Regional Councils.

Mr. Dyke nominated Ms. Leah Fremouw for the Vice Chair position.

No other nominations were made, and the floor was closed.

Ms. Fremouw was unanimously voted as the recommended nominee for the position of Vice Chair of Regional Councils.

JLARC Recommendations Discussion

Mr. Anderson presented the Committee with staff recommendations regarding five of the JLARC recommendations that were part of the JLARC Report on GO Virginia.

After discussion on Recommendation 5, which refers to traded sector industry definitions, the Committee directed staff to produce a new version of Board Policy 4 for consideration at the next meeting of the Committee.

After discussion on Recommendation 7, which refers to higher wage job eligibility criteria for the program, the Committee directed staff to revise program materials to clarify that producing higher wage jobs is not an eligibility criterion of the program.

After discussion on Recommendation 15. Which refers to growth and diversification plan review guidance, the Committee directed staff to conduct stakeholder workgroup sessions to determine the best cadence for review, and refer a recommendation to the Committee at its next meeting.

After discussion on Recommendation 11, which refers to expanding administrative approval authority of the Director of DHCD, the Committee concluded that the recommendation, if enacted, would lead to little benefit to program applicants, and therefore the Committee chose not to take action on the recommendation.

After discussion on Recommendation 9, which refers to expanding the GO Virginia competitive fund eligibility, the Committee concluded that guidance released in December 2023 adequately addressed the concerns expressed in the JLARC report. The

Committee considered the item addressed and no further action was taken.

Information Items

Mr. Anderson provided the Committee with an overview of the planned schedule for addressing the outstanding JLARC recommendations, as well as a memorandum overview of the terms of all GO Virginia Board members.

Adjournment

The meeting was adjourned.

DRAFT



Board Policy #4

TITLE: Use of GO Virginia Funds to Promote the Growth of Traded Industry Clusters

EFFECTIVE DATE: 06/4/2024

AUTHORITY: § 2.2-486 - §2.2-2489 of the Code of Virginia

POLICY STATEMENT: It is the policy of the Virginia Growth and Opportunity Board that program funds shall be used to support the growth of prioritized traded industry clusters as identified in each Regional Council's Economic Growth and Diversification Plan.

A traded industry cluster is defined as industry sector(s) where the majority of goods and services are sold or have the potential to be sold outside the Commonwealth.

It is within the powers of the Board to adopt superseding policies that make targeted exceptions to this Policy should the Board identify challenges that would otherwise hinder the growth of traded industry clusters.

APPROVAL AND REVIEW: This Board policy was reviewed and approved on 06/11/2024.

SUPERSESSION: This policy includes amendments to Board Policy #4, which was originally approved on 12/12/2017.

DHCD DIRECTOR: Bryan Horn



Memorandum

TO: GO Virginia Governance and Policy Committee Members

FROM: DHCD Staff

RE: JLARC Recommendation 7 – Review of Higher Wage Job Eligibility Requirement

DATE: 05/22/2024

BACKGROUND:

As part of the 2023 JLARC Report regarding the GO Virginia Program, the Commission adopted a series of recommendations. Specifically, recommendation 7 recommended that the Board replace the eligibility requirement that all grant projects must create higher-wage jobs.

The specific language of recommendation 7 reads as follows:

“The GO Virginia board should replace the eligibility requirements that all grant projects must create higher wage jobs with a requirement that all grant projects must create a new or expanded workforce or economic development activity.”

At the March 12th meeting of the Governance and Policy Committee, the Committee chose to move forward with the staff recommendation to direct DHCD to review and make changes to guidelines and documentation as necessary to clarify that higher-wage jobs are an evaluation criterion and not a program eligibility requirement.

DOCUMENTS AND GUIDANCE STATUS UPDATE:

Since the March 12th meeting of the Committee, DHCD staff has performed a comprehensive review of all guidance materials. This review found 15 different documents mentioning “higher wage jobs” 27 times. These documents have been edited for clarity. The most common phrasing in the updated documents read as follows:

“...grants are intended to create higher paying jobs...”

The most common updated phrasing reads as follows:

“...grants are intended to lead to growth in traded industry clusters that drive the production of higher-wage jobs.”

This updated guidance is scheduled to be released to the GO Virginia website at the beginning of FY25 (July 1, 2024).



Memorandum

TO: GO Virginia Governance and Policy Committee Members

FROM: DHCD Staff

RE: JLARC Recommendations Review Roadmap

DATE: 05/22/2024

BACKGROUND:

On December 10, 2023, the Joint Legislative Audit Review Commission released its report on the Growth and Opportunity Virginia (GO Virginia) Program. This report culminated in sixteen recommendations as well as two additional policy recommendations. At the December 11, 2023 meeting of the GO Virginia Board, Board leadership announced the intention of dividing consideration of the JLARC recommendations amongst three of the Board's committees: the Program Performance and Evaluation Committee, the Governance and Policy Committee, and the Healthcare Taskforce.

DELEGATION OF RECOMMENDATIONS AND REVIEW STATUS:

Throughout the first half of 2024, the Program Performance and Evaluation Committee, the Governance and Policy Committee, and the Healthcare Taskforce have met several times each to review and consider the recommendations put forward in the JLARC report. Of the sixteen recommendations and two policy recommendations, eleven were delegated to the Governance and Policy Committee. Attached to this memorandum, please find an overview of the status of the review of these recommendations and the anticipated timeline for review and implementation.

Recommendation/Policy Consideration Number	JLARC Report Recommendation	Decision Making Entity	Committee Responsibility	Proposed Implementation/Committee Consideration Timeline	Status	Review Notes
5	The GO Virginia board should revise its policies to include a more detailed definition of traded sector activities, modeled on definition used by the Virginia Economic Development Partnership's Virginia Jobs Investment Program, which can be used to determine project eligibility.	State Board	Governance and Policy Committee	June, 2024	IN-PROGRESS	An updated policy is scheduled for consideration at the 5/22/2024 meeting of the Governance and Policy Committee. Pending approval, the policy will then be reported for final approval of the Board at the Board's 6/4/2024 meeting.
7	The GO Virginia board should replace the eligibility requirement that all grant projects must create higher wage jobs with a requirement that all grant projects must create a new or expanded workforce or economic development activity.	State Board	Governance and Policy Committee	July, 2024	IN-PROGRESS	This item was first discussed by the Governance and Policy Committee at the 3/11/2024 meeting. The recommendation from the Committee was for staff to revise guidance for clarity that high-wage jobs are not a requirement but are a characteristic of the growth of traded sector industries. A memorandum is being presented to the committee detailing the status of the guidance updates at the 5/22/2024 meeting. The Committee is anticipated to report this progress to the full Board at its 6/4/2024 meeting. The full suite of guidance is expected to release on July 1, 2024 to coincide with the beginning of FY25.
8	The GO Virginia board should either eliminate or reduce the local match requirement for all grants.	State Board	Governance and Policy Committee	September, 2024	PENDING	This item is anticipated to appear as a discussion item at the 9/9/2024 meeting of the Governance and Policy Committee.

9	The GO Virginia Board should expand eligibility requirements for statewide competitive funds by making these grants available to (i) any region that has awarded or is about to award all or almost all of its per capita funds in a given year and is not carrying a significant unobligated funding balance, and (ii) projects that require a grant amount that is equal to or greater than half of the region's unobligated per capita funds. Projects that involve multiple regions should continue to be eligible for these funds.	State Board	Governance and Policy Committee	December, 2023	COMPLETE	The Competitive Guidance was updated and adopted by the Board on 12/11/2023. These updates reflect the recommendations found in the JLARC report.
10	The GO Virginia board should eliminate the requirement that all projects show a positive Return on Investment (ROI) to the state to be eligible for GO Virginia funding.	State Board	Governance and Policy Committee	September, 2024	PENDING	This item is anticipated to appear as a discussion item at the 9/9/2024 meeting of the Governance and Policy Committee.
11	The GO Virginia board should revise its policies to delegate grant approval authority to the director of the Department of Housing and Community Development for any regional per capita implementation grant that has been dutifully reviewed and approved by a regional council and recommended for administrative approval by a board designated workgroup.	State Board	Governance and Policy Committee	March, 2024	NO ACTION TAKEN	After discussion during the 3/11/2024 meeting, the Governance and Policy Committee chose to take no action on this recommendation. The Committee is anticipated to report on this item at the 6/4/2024 meeting of the Board.

12	The GO Virginia board should revise its policies to clarify that only grant applications that would require a significant investment of state funds are required to include an estimated return on investment (ROI). The ROI should be tailored to each project and calculated by experienced professionals using established methodologies, and the costs should be paid for by the GO Virginia program out of its existing fund balances.	State Board	Governance and Policy Committee	September, 2024	PENDING	This item is anticipated to appear as a discussion item at the 9/9/2024 meeting of the Governance and Policy Committee.
14	The General Assembly may wish to consider amending the Code to require that, within the GO Virginia board's 14 citizen members, there must be at least one member appointed from each of the nine GO Virginia regions.	General Assembly	Governance and Policy Committee	N/A	LEGISLATIVE ACTION REQUIRED	While this item is delegated to the Governance and Policy Committee, it is largely for informational purposes should the Committee choose to make a policy recommendation to the Governor, as it is empowered to do. Code updates require legislative action.
15	The GO Virginia board should adopt a policy that defines a cycle for full and lighter reviews of regional growth and diversification plans.	State Board	Governance and Policy Committee	September, 2024	IN-PROGRESS	This item is anticipated to appear as a discussion item at the 9/9/2024 meeting of the Governance and Policy Committee. Prior to the meeting, DHCD staff will conduct stakeholder input sessions to determine a recommendation for the cadence of light and heavy reviews of Growth and Diversification plans.

16	The GO Virginia board should revise its policies to allow regions to award up to 25 percent of their annually allocated per capita funds for planning grants and raise or eliminate the \$100,000 per grant limit.	State Board	Governance and Policy Committee	September, 2024	IN-PROGRESS	This item is anticipated to appear as a discussion item at the 9/9/2024 meeting of the Governance and Policy Committee. Prior to the meeting, DHCD staff will conduct an analysis of planning grant allocations and provide the Committee with data on the frequency of planning grants leading to implementation requests, both through GO Virginia and other grant making bodies.
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Memorandum

TO: GO Virginia Governance and Policy Committee Members

FROM: DHCD Staff

RE: Upcoming Expiring Terms and Board Membership Turnover Report

DATE: 05/22/2024

UPCOMING EXPIRING TERMS:

Gubernatorial Appointees:

Jim Dyke, Expiration 06/30/2024 – Ineligible for Reappointment

Pia Trigiani, Expiration 06/30/2024 – Ineligible for Reappointment

Jim Cheng, Expiration 6/30/2024 – Eligible for Reappointment

RECENT BOARD APPOINTMENTS:

Speaker of the House Legislative Appointees:

Speaker Don Scott (New Appointment)

Delegate Michelle Maldonado (New Appointment)

Delegate Terry Kilgore (Reappointment)

Senate Committee on Rules Chair Appointees:

Senator Creigh Deeds (New Appointment)

Senator Ryan McDougle (New Appointment)

FULL BOARD ROSTER:

Name	Member Type	GOVA Region	Expiration of Current Term	Seat Requirements
Gubernatorial Appointees:				
Sec of Finance - Steve Cummings	ex-officio voting member	n/a	Coincident w/ office term	One of three Secretaries from Ag & Forestry, Commerce & Trade, Education, Finance; ex-officio
Sec of Commerce and Trade - Caren Merrick	ex-officio voting member	n/a	Coincident w/ office term	One of three Secretaries from Ag & Forestry, Commerce & Trade, Education, Finance; ex-officio

Kenneth Johnson	non-legislative citizen member	4	6/30/2026	significant private-sector business experience
Leah Fremouw	non-legislative citizen member	4	6/30/2025	significant private-sector business experience
Todd Stottlemyer	non-legislative citizen member	7	6/30/2025	significant private-sector business experience
John King	non-legislative citizen member	8	6/30/2026	significant private-sector business experience
Nancy Howell Agee	non-legislative citizen member	2	6/30/2027	significant private-sector business experience
Jim Dyke	non-legislative citizen member	7	6/30/2024	significant private-sector business experience
Cliff Fleet	non-legislative citizen member	5	6/30/2027	significant private-sector business experience
Emily O'Quinn	non-legislative citizen member	1	6/30/2027	significant private-sector business experience
Lucia Anna "Pia" Trigiani	non-legislative citizen member	7	6/30/2024	significant private-sector business experience
Jim Cheng	non-legislative citizen member	9	6/30/2024	significant private-sector business experience
Virginia Senate Appointees:				

Benjamin J. Davenport Jr.	non-legislative citizen member	3	4/11/2027	Appointed by the Senate Committee on Rules from different regions of the Commonwealth with significant private-sector business experience
Heywood W. Fralin	non-legislative citizen member	2	4/11/2027	Appointed by the Senate Committee on Rules from different regions of the Commonwealth with significant private-sector business experience
Virginia House of Delegates Appointees:				
Jonathan M. Peterson	non-legislative citizen member	7	11/4/2026	Appointed by the Speaker of the House from different regions of the Commonwealth with significant private-sector business experience
William Holtzman	non-legislative citizen member	8	12/15/2026	Appointed by the Speaker of the House from different regions of the Commonwealth with significant private-sector business experience
Virginia Senate Members:				
L. Louise Lucas	Senate Member - ex-officio	5	Coincident w/ office term	Chair of Senate Finance and Appropriations Committee
Creigh Deeds	Senate Member	9	Coincident w/ office term	Member of the Senate appointed by the Senate Committee on Rules
Ryan McDougle	Senate Member	4	Coincident w/ office term	Member of the Senate appointed by the Senate Committee on Rules
Virginia House of Delegates Members:				

Don Scott	House Member	5	Coincident w/ office term	Member Appointed by the Speaker of the House
Luke Torian	House Member - ex-officio	7	Coincident w/ office term	Chair of the House Committee on Appropriations
Terry Kilgore	House Member	1	Coincident w/ office term	Member of the House appointed by Speaker of the House
Michelle Moldanado	House Member	7	Coincident w/ office term	Member of the House appointed by Speaker of the House



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Memorandum

TO: GO Virginia Board Members

FROM: DHCD Staff

RE: Update to Program Match Requirements – GO Virginia Program Match Requirements – Per Capita Funds Board Policy #11 and GO Virginia Program Match Requirements – Statewide Competitive Fund Board Policy #13

DATE: 06/04/2024

BACKGROUND: During the 2024 Virginia legislative session, House Bill 237 was adopted by the House and Senate and subsequently signed by the Governor. This bill made the following change to the language regarding GO Virginia Program match requirements:

K. (Effective until July 1, 2025) Any grant awarded from the Fund to a regional council shall require matching funds at least equal **to half the amount of** the grant, ~~provided, however, that the Board shall have the authority to reduce the match requirement to no less than half of the grant upon a finding by the Board of fiscal distress or an exceptional economic opportunity in a region.~~ Such matching funds may be from local, regional, federal, or private funds. Matching funds may also be from grants awarded to a locality by the Tobacco Region Revitalization Commission but shall not include any other state general or non-general funds, from whatever source.

RECOMMENDATION: Staff recommends that the Board approve the following changes to Board Policy #11 and Board Policy #13 to reflect consistency with the GO Virginia program's statutory requirements. These changes shall go into effect coincidental with the enrolled legislation (July 1, 2024).



Board Policy #11

TITLE: GO Virginia Program Match Requirements – Per Capita Funds

EFFECTIVE DATE: ~~10/01/2023~~ 07/01/2024

AUTHORITY: § 2.2-2489 of the Code of Virginia

POLICY STATEMENT: State law requires that any grant awarded from the Fund to a regional council shall require matching funds at least equal to half the amount of the grant, ~~provided, however, that the Board shall have the authority to reduce the match requirement to no less than half of the grant upon a finding by the Board of fiscal distress or an exceptional economic opportunity in a region.~~

GO Virginia projects require the participation of two or more localities and implementation projects shall require that 20% of the total match be contributed by partnering localities. That match may be cash or in kind.

Participating localities may request a waiver of the Total Match or Local Match as required in the table below and shall submit that request for consideration using the Match Waiver Administrative Guidance developed by DHCD.

PER CAPITA FUNDS	
Grant Type	Local Match Requirement
Enhanced Capacity Building (planning)	No Local Match Required
Regional Entrepreneurship Initiative (planning)	No Local Match Required
Sites (planning)	No Local Match Required
Sites Implementation	20% of Total Match
Broadband (planning)	No Local Match Required
Broadband Implementation	20% of Total Match
Project Implementation	20% of Total Match

APPROVAL AND REVIEW: This Board policy was reviewed and approved on ~~4/17/2020 and 9/22/2020. Amended 3/16/2021. Amended 4/21/2022. Amended 6/13/2023.~~ 06/04/2024.

SUPERSESION: This review includes technical amendments to Board Policy #11 approved on 04/17/2020, 3/16/2021, 4/21/2022, and on 06/13/2023.

DHCD DIRECTOR: Bryan Horn



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Board Policy #13

TITLE: GO Virginia Program Match Requirements – Statewide Competitive Fund

EFFECTIVE DATE: ~~09/12/2023~~ 07/01/2024

AUTHORITY: § 2.2-2489 of the Code of Virginia

POLICY STATEMENT: State law requires that any grant awarded from the Fund to a regional council shall require matching funds at least equal to half the amount of the grant, ~~provided, however, that the Board shall have the authority to reduce the match requirement to no less than half of the grant upon a finding by the Board of fiscal distress or an exceptional economic opportunity in a region.~~

~~Given the exceptional opportunity provided by statewide competitive grant requests (2 or more participating regions) and the potential for multiregional and/or statewide impact, the match requirement shall be 2:1 for statewide competitive applications. Those matching funds should~~ shall include a local contribution of not less than 20% of the required 2:1 match, provided, however, that the applicant may seek to petition the Board for a local match waiver consistent with existent administrative procedures governing local match waivers.

APPROVAL AND REVIEW: This Board policy was reviewed and approved on ~~09/12/2023~~ 06/04/2024.

SUPERSESSSION: This review includes technical amendments to Board Policy #13 approved on 04/21/2022 and on 09/12/2023.

DHCD DIRECTOR: Bryan Horn