

**Minutes for Council for Rural Virginia Board of Directors Meeting
Inland Port of Virginia, Winchester, Virginia**

June 21, 2016 @ 10:30 a.m.

1) **CALL TO ORDER:** Emmett Hanger (Introductions) and agenda adopted.

2) **ROLL CALL:** Nannette Thompson

Present: Emmett Hanger, Frank Ruff, Mark Lawrence, Mary Rae Carter (Todd Haymore), Morgan Wright, Oliver McBride, Alexis Rodgers (for Lieutenant Governor Northam), Emmett Toms, Jay Poole, John Meade, Bryan David, Ruby Brabo, Crystal Tyler-Mackey (Ed Jones), Christy Morton, Nannette Thompson

3) **Approval of Minutes:** April 25, 2016 combined minutes approved and accepted.

4) **Presentations and Reports:**

- **Financial/Budget Review**

1. Quarterly P&L – See handout
2. Quarterly Forecast – See handout

- **Executive Director Presentation**

1. The board discussed planning for the 2016 Governor's Summit for Rural Prosperity and directed the Summit/Special Event subcommittee to work with the Executive Director on the agenda within the theme of *Connecting Rural Virginia to the Global Economy*. The location of the Tide's Inn is supported by the board.
2. Joint Commission on Health Care study. The board heard a recap of the June 2nd meeting of the workgroup and the issues that the group recommended for consideration in the report.
3. Center for Innovative Technology. The VRC Executive Director will serve as the Chair of the Policy Committee and on the Executive Committee and is working with the Policy committee to set an agenda to expand CIT's reach into rural Virginia.
4. Broadband Advisory Council. Provided an overview of various agency activities in broadband and discussed legislative opportunities.
5. GO Virginia. Update on development of the regional map to determine regional council districts, state board appointments and the guidelines development working group.
6. Regional Rural Caucus meetings. A plan was presented to hold four regional rural caucus meetings: Southern Virginia, Shenandoah Valley, Coastal Virginia and Southwest Virginia. Legislators will co-host and help identify attendees.
7. Upcoming Partner Initiatives: The Center has been invited to participate in the following: Virginia Association of Realtor Rural Housing Forums, We Work for Health Coalition, and Rural IT Financing Workshop sponsored by USDA.

5) **New Business:**

- **Regional Advisory Boards to the Virginia Rural Center:** The board discussed creating regional advisory boards to better engage local stakeholders and provide an

information and idea sharing opportunity between the board and constituencies on the ground working in rural Virginia. Senator Frank Ruff explained the concept and asked for the boards support and input into the initiative.

6) **Old Business**

- **Marketing and Public Relations Campaign Proposal:** As directed by the board at the April meeting, Shannon Fedors and Christy Morton worked together to solicit a proposal from Consociate Media to assist with marketing and PR of rural Virginia and vital initiatives. Board discussion centered around support for the proposal and concept, but expressed the need for analytics and concrete evidence of success and impact. The board approved a 6 month pilot project to begin with preparation for the rural summit and conclude with the rural caucus reception and dinner. The board will revisit the contract after the pilot period. Motion approved.

7) **Working Lunch and Subcommittee Meetings:** The board took a break for the three subcommittees to meet over lunch: Revenue Resources, Summit/Special Events and Policy Committees.

8) **MOTION ON TABLE TO ADJOURN:** Meeting Adjourned.