



**GREATER PENINSULA WORKFORCE BOARD
AND
HAMPTON ROADS WORKFORCE COUNCIL
JOINT EXECUTIVE COMMITTEE
MEETING MINUTES
NOVEMBER 18, 2020**

A virtual joint meeting of the Greater Peninsula Workforce Board (GPWB) and the Hampton Roads Workforce Council (HRWC) Executive Committees was convened using the Zoom meeting platform at 9:00 a.m. on November 18, 2020. The meeting was called to order by Dr. John Olson, Chair, GPWB. Mr. Shawn Avery, President & CEO, HRWC read the virtual meeting guidelines statement. A roll call was conducted, and a quorum was present. See Attachment 1 for a list of attendees.

CONSENT AGENDA

Dr. Olson directed the attention of the Executive Committee members to the Consent Agenda. He noted that the Consent Agenda had been emailed to the membership in advance of the meeting and included the following items:

MEETING MINUTES

Greater Peninsula Workforce Board's Executive Committee Meeting minutes for October 22, 2020, and Hampton Roads Workforce Council's Executive Committee Meeting minutes for October 21, 2020.

FINANCIAL REPORTS

Greater Peninsula Workforce Board's Cumulative Expenditure Reports; New Expenditure, Per Capita, and Private Contribution Report through October 31, 2020.

FINANCIAL REPORTS

Hampton Roads Workforce Council's Finance and Audit Committee Report: Funding, Budget and Expenditure Summary through September 30, 2020.

Dr. Olson asked if there were any items that members would like removed from the Consent Agenda. There being none, he asked for a motion to approve the Consent Agenda. A motion was made by Ms. Delceno Miles and seconded by Mr. Dale Stone and approved.

MEETING AGENDA

I. SPECIAL PRESENTATIONS

Dr. Olson recognized Mr. Avery for introductions. Mr. Avery said that there would be two presentations, the first from Mr. Doug Smith, President and CEO, Hampton Roads Alliance and the second from Dr. Xiaobing Shuai, Director Economic Research, Chmura Economics and Analytics.

With that, Mr. Smith was recognized, and he delivered a PowerPoint presentation on the, "757 Economic Recovery and Resilience Action Framework." The overall goal of this action framework was to build a better economy for the people of the 757 area code. He said the 757 Business Community was working together to deliver a faster recovery, stronger economic growth and future resilience. He reviewed the key audiences noting the primary audience was Hampton Road's 5,500 business leaders. Mr. Smith

reviewed the framework development process stating that while regional collaboration included the 17 localities it also included others. The vision statement for the regional economy included a perspective as to what people value today and on what values and trends do we want to capitalize upon that will make our region unique and be important to the region's future economic growth. Mr. Smith said that these inputs lead to the establishment of six foundational pillars that were focused upon a unifying theme of economic empowerment.

Mr. Smith said that the action framework was organized around 5 key strategic imperatives: build regional unity; grow new jobs; grow, retain and attract talent; grow resiliency; and advance regional infrastructure. He said that the action framework comprises 30 results-oriented programs and that each of the partnering organizations has a designated responsibility area in the action framework with measurable goals and performance reporting expectations. Included in framework programs were initiatives to place qualified talent in unfilled jobs; train and upskill the unemployed, retain new 757 graduates, attract additional qualified talent to the 757, and identify future talent needs. Mr. Smith said that such efforts would serve to make our economy more resilient to future shocks.

Mr. Smith concluded his presentation and Dr. Olson asked if there were any questions.

Norfolk Councilwoman, Mamie Johnson commented that we have great things going on in Hampton Roads and that it was crucial that we tell our story of regionalism to assist with achieving our vision. She recognized the impact of local economic development departments and expressed her appreciation to Mr. Smith for his work.

Mr. Avery commended Mr. Smith and his team for convening this work, especially given that it was all done within a virtual environment because of the pandemic.

Newport News Councilwoman Tina Vick applauded Mr. Smith and his team for the development of the action framework and commended its inclusiveness and said she look forward to working with them.

Mr. Smith thanked everyone for their comments and noted the contributions of the many organizations that had participated in the development of the action framework and would continue to contribute to its fruition.

Mr. Mann, Executive Director, GPWB, was recognized to introduce Dr. Xiaobing Shuai, Director Economic Research, Chmura Economics and Analytics. Dr. Shuai had been invited to present his report/study on the anticipated extent of local permanent business closures that may result from the impact of the COVID-19 Pandemic within the Hampton Roads and Greater Peninsula service delivery areas. This report had been commissioned in response to a concern expressed by a member of the GPWB Executive Committee as to whether the local boards had adequate resources to serve the estimated number of Dislocated Workers that may be applying for WIOA funded training assistance to prepare for new careers.

Dr. Shuai, began his presentation with a review of the pandemic timeline, its background, impact on regional industries, and its impact on the workforce and minority-owned business. He advised that it was important to keep in mind that this study was conducted in September and that recent developments with increased statistics and vaccine development had not been included. He reviewed the timeline of state policies enacted in response to the pandemic, going back to Governor Northam's announced "state of emergency" on March 12th of this year.

Noting that on July 1st, additional restrictions were announced by the Governor's office that were subsequently lifted on September 10th, Dr. Shuai reviewed the impact of the virus on the region's major industries, citing a total continuing job loss estimated at 71,462 positions, representing 9.0% of the

regional workforce. This resulted in a loss of \$1.1 billion in gross domestic product with accommodation and food service, retail trade, arts, entertainment, and recreation being the most impacted economic sectors. He said that this number was down from the 92,846 jobs that had been initially lost during the month of April earlier this year.

Dr. Shuai continued by reviewing the region's recovery path and that he believed that by the end of 2021 a significant portion of the job losses incurred should be recovered. He went on to discuss the anticipated post-pandemic impact on the workforces of various regional industries noting the probable increase in the number of low skilled workers coming from the retail and hospitality sectors that will need to retrain for in-demand occupations in the manufacturing, health care, and IT sectors. Dr. Shuai concluded his review with a brief discussion of the impact of the pandemic on local minority owned businesses noting that 18.6% of the firms in the region were minority-owned, and that according to national statistics, they were far more likely to face permanent closure.

Dr. Olson thanked Dr. Shuai for his presentation and asked if there were any questions.

Councilwoman Johnson said that what she found interesting was the difficulty that people with just basic skills were having in finding jobs in other areas. She commented that the question for the Workforce Council was whether we had the ability to retrain individuals with skills for the medical field or information technology. She also raised the question as to whether there was a plan in place to help those people with just basic skills to help them make the transition into those employment sectors with vacant in-demand occupations, as were discussed today, and when those people might expect to be able to enter training.

Ms. Johnson also commented that when the City of Norfolk went to provide resources to all businesses, they found that small minority owned businesses typically were not members of any small business association nor of a chamber of commerce and that it was difficult to contact them. Likewise, because they are not a part of the Chamber and other organizations, they are not getting the financial resources needed to assist them to become sustainable and most do not get opportunity to take advantage of the COVID money and other resources.

Lastly, Ms. Johnson noted the importance of being able to effectively communicate with businesses and that while using technology was great there were other forms of communication and she challenged the Workforce Council to develop other strategies for reaching minority owned businesses. She expressed her appreciation to Dr. Shuai for his presentation.

Mr. Avery said that there were a lot of things going on to help retrain individuals and enable them to transition into new stable careers. However, while we have a significant number of training providers offering a broad menu of training classes, our training providers and the courses, they can presently offer are limited due to COVID-19 restrictions (i.e. smaller class sizes, etc.). He also pointed out that while we have the resources, our participant numbers were down because individuals were not coming to our Centers. He said we need to get the word out that we have funds to assist individuals for retraining and welcomed ideas from members.

Mr. Mann echoed Mr. Avery's comments and said that it was important that we take a fresh look at our outreach and recruitment strategies to better inform the workforce of the services we can provide and then make sure that our assessment and employability planning procedures are adequate to help move individuals that will not be returning to their former jobs and or career fields into new, upwardly mobile and in-demand occupations, consistent with their employment aspirations. Mr. Mann noted that this may require increasing the amount of training funds allotted for each participant as well as how we leverage partner agencies resources. He then thanked Dr. Shuai for his presentation.

Dr. Olson recommended that everyone review Chmura's full Report that was emailed as part of the agenda package.

II. OLD BUSINESS

Merger Update - Mr. Avery reported that we have all of the state approvals completed and were working on internal issues including staff realignment. Mr. Avery stated that recently he had the opportunity to speak with all of the City Managers and County Administrators to advise that they would be receiving the Charter Agreement which is the organizing document for the Hampton Roads Workforce Council to establish a joint working agreement with all 15 jurisdictions on both the Southside and Peninsula. Mr. Avery noted that a draft of the document would be distributed in a few weeks. Once the agreement is approved, work would begin on other items including bylaws.

Mr. Mann also reported that a review of current contracts was being conducted to determine how they may be transitioned over to the new organization come July 1, 2021. Additionally, he said that we will be reviewing a new-year budgets and policies that will require the new board's action.

Dr. Olson asked for any questions. There being none the meeting continued with new business.

III. NEW BUSINESS

Draft Operational Agreement between Hampton Roads Workforce Council and the Hampton Roads Workforce Foundation - Mr. Avery noted that this document would require a vote of the Hampton Roads Workforce Council. He stated that this was a working agreement that had to be in place between the Hampton Roads Workforce Council and the Hampton Roads Workforce Foundation (501C3). Mr. Avery stated that the document outlined the ground work and relationship between the two organizations. He noted that the document had been reviewed and approved by the Council's attorney's and had been approved by the Hampton Roads Workforce Foundation which is chaired by Ms. Delceno Miles.

Dr. Olson made a motion to approve the Operational Agreement between the Hampton Roads Workforce Council and the Hampton Roads Workforce Foundation. Mayor Rowe seconded the motion which was approved.

IV. ANNOUNCEMENTS AND PUBLIC COMMENT PERIOD

Mr. Johnson, Chair, HRWC, announced that the next joint meeting of the Hampton Roads Workforce Council and the Greater Peninsula Workforce Board would be a virtual Full Board meeting that would be held on December 17, 2020, at 9:00 a.m. Further, he said the next Joint Executive Committee meeting of both Boards would be a virtual meeting on January 28, 2021, at 9:00 a.m.

Mr. Johnson then invited comments and updates from the local elected officials in attendance.

City of Norfolk Councilwoman Johnson expressed her appreciation to Mr. Avery and the team for their work during the pandemic.

City of Portsmouth Mayor Rowe reported that the referendum for a casino passed by both Portsmouth and Norfolk which represented a huge investment creating more than 1,500 new jobs. Mayor Rowe wanted to state that the narrative that this region does not coordinate is an old narrative and that the Department of Defense, tourism and the ports are part of our DNA and we need to protect these. He said that we have a lot to celebrate as a region.

Southampton County Board Member, Cornwell thanked everyone for the wealth of information provided. He said that their Economic Development Director submitted his resignation and that they will be filling this crucial position in the new-year.

City of Franklin, Councilman Johnson said that he was very excited about the information that was shared today. While the impact of COVID-19 has affected Franklin, it will not keep them from moving forward to promote their economic growth and development. He expressed his appreciation to the presenters and the Council for their work.

City of Newport News, Councilwoman Vick said the biggest thing to report is that the City Manager and staff have worked hard to keep the city safe during the pandemic. She said that the City took an active role to make sure small businesses were able to receive financial assistance through offering a \$500,000 grant program. Additionally the school superintendent and school board have been working to keep children and their families safe.

City of Williamsburg, Councilman Maslin said that the City of Williamsburg had been promoting outdoor dining especially in Merchant's Square. He said that a million-dollar grant had been offered to assist hotels and restaurants. He reported that this year's State of the City is being filmed and that when complete, he would share the link. He recognized Ms. Wendy Evans, Director of Human Services for comments. Ms. Evans expressed her appreciation for today's speakers and wanted to echo the importance of getting the word out to the community about available employment services especially those affected by layoffs due to COVID.

James City County, Councilman McGlennon reported that James City County is doing well and is benefitting from being able to bring folks into Busch Gardens under reduced attendance restrictions to enjoy Christmas Town. He said that the CARES Act had been crucial to assisting local businesses. He said we need to pressure Congress for additional action.

Gloucester County Councilman Orth expressed his appreciation for all of today's presentations. He said that Gloucester is doing well financially with sales tax revenues exceeding 2019 revenue. He said that Gloucester restaurants were offering take out. Mr. Orth said the CARES Act funding had helped individuals through Bay Aging and that some funds had been used to assist their schools. There is a concern about unemployment insurance benefits expiring soon for many unemployed people in the county.

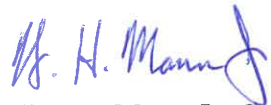
Mr. Johnson said he appreciated everyone's updates. He said we are living in challenging times and with Thanksgiving approaching, he encouraged members to give thanks for our blessings with extended family and friends; he recognized that some will not be able to celebrate with extended family and will be in isolation and asked that we all keep them in mind. He encouraged all to practice safety with social distancing and wearing masks, being respectful of others.

In closing, he encouraged all to have a blessed Thanksgiving especially this year.

V. PUBLIC COMMENTS

There being no public comments, the meeting was adjourned at 10:37 a.m.

Respectfully Submitted,



William H. Mann, Jr., Secretary
Greater Peninsula Workforce Board

Attachments

**GREATER PENINSULA WORKFORCE BOARD
JOINT EXECUTIVE COMMITTEE
NOVEMBER 18, 2020
ATTENDANCE RECORD**

GPWB MEMBERS PRESENT

Jesse Goodrich	Riverside Health System
Honorable Herbert Green, Jr.	Poquoson City Council
Dudley Harris	Bay Electric Co., Inc.
Honorable Ted Maslin	Williamsburg City Council
Honorable John McGlennon	James City County Board of Supervisors
Dr. John Olson	ECPI University
Honorable Robert Orth	Gloucester County Board of Supervisors
Dale Stone	Walmart Distribution Center
Honorable Tina Vick	Newport News City Council
Dr. Vince Warren	Newport News Shipbuilding

GPWB MEMBERS PRESENT (Nonvoting)

Rachael Ambrose	Denhigh Learning Center
-----------------	-------------------------

GPWB MEMBERS ABSENT

Rhonda Bunn	Canon Virginia, Incorporated
Dr. Gregory DeCinque	Thomas Nelson Community College
Greg Garrett	Garrett Realty Partners
Honorable James Gray	Hampton City Council
Dr. Jason Perry	Rappahannock Community College
Vacant	York County Board of Supervisors
Vacant	Private Sector

GPWB ONE-STOP PARTNER AGENCY (Nonvoting) PRESENT

Casey Roberts	New Horizons Regional Education Centers
---------------	---

GPWB ONE-STOP PARTNER AGENCY (Nonvoting) ABSENT

Dr. Susan English	Thomas Nelson Community College
-------------------	---------------------------------

GPWB LEO STAFF REPRESENTATIVES PRESENT (Nonvoting)

Alan Archer	City of Newport News
Wendy Evans	City of Williamsburg
Sherri Newcomb	York County
Barbara Watson	James City County

GPWB LEO STAFF REPRESENTATIVES ABSENT (Nonvoting)

Sherry Spring	Gloucester County
Randall Wheeler	City of Poquoson
Vacant	City of Hampton

GREATER PENINSULA WORKFORCE BOARD STAFF PRESENT

Rita Bond	Administrative Office Manager
Gary Butler	Deputy Director
Diana Cordero	Business Services Coordinator
Cathy Ellis	Executive Support Specialist
Angela Sullivan Harris	Program Manager
Katherine Henderson	Senior Project Manager
William H. Mann, Jr.	Executive Director
Terri Partain	Accountant
Shannon Trochuck	Program Support Manager
Randy Troutman	One-Stop Operator

**HAMPTON ROADS WORKFORCE COUNCIL
JOINT EXECUTIVE COMMITTEE
NOVEMBER 18, 2020
ATTENDANCE RECORD**

HRWC EXECUTIVE MEMBERS PRESENT

Dr. Kenneth Chandler	City of Virginia Beach
Dr. Larry Dotolo	VA Tidewater Consortium for Higher Ed.
Dr. Johnny Garcia	SimIS, Inc.
Mark Johnson	SunTrust Bank
Guenter Weissenseel	IMS Gear Virginia Inc.
Kevin Will	Boys & Girls Club of Southeast Virginia

HRWC EXECUTIVE MEMBERS ABSENT

Andy Jaeckle	STIHL Incorporated
Dr. Ruth Jones Nichols	Foodbank of S. E. Virginia & Eastern Shore

ASSOCIATION OF BUSINESSES MEMBER PRESENT

William W. Crow	Virginia Ship Repair Association
Bryan Stephens	Hampton Roads Chamber

ASSOCIATION OF BUSINESSES MEMBER ABSENT

Vonya Alleyne	Cox Communications Virginia
---------------	-----------------------------

PAST BOARD CHAIR MEMBER PRESENT

Delceno Miles	The Miles Agency
---------------	------------------

PENINSULA REPRESENTATIVE (Non-voting)

Dr. John Olson	ECPI University
----------------	-----------------

Chief Local Elected Officials (CLEO's) REPRESENTATIVES PRESENT (Nonvoting)

The Honorable Christopher Cornwell	Southampton County
The Honorable Robert M. "Bobby" Dyer	City of Virginia Beach
The Honorable Linwood Johnson	City of Franklin
The Honorable Mamie Johnson	City of Norfolk
The Honorable John Rowe	City of Portsmouth
The Honorable Rick West	City of Chesapeake

Chief Local Elected Officials (CLEO's) REPRESENTATIVES ABSENT (Nonvoting)

The Honorable Don Goldberg	City of Suffolk
The Honorable William McCarty	Isle of Wight County

HRWC STAFF

Shawn Avery	President & CEO
Mike Clark	Internal Communications Coordinator
Steve Cook	Vice President of Workforce Innovation
Clif Duncan	Vice President of Finance & Administration
Loretta Earl	Office Manager

GUEST

Doug Smith	Hampton Roads Alliance (the Alliance)
Dr. Xiaobing Shuai	Chmura