

JOINT MEETING  
GREATER PENINSULA WORKFORCE BOARD  
AND  
HAMPTON ROADS WORKFORCE COUNCIL

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**JOINT MEETING  
MINUTES  
SEPTEMBER 24, 2020**

A virtual joint meeting of the Greater Peninsula Workforce Board (GPWB) and the Hampton Roads Workforce Council (HRWC) was convened using the Zoom meeting platform at 9:00 a.m. on September 24, 2020. The meeting was called to order by the Greater Peninsula Workforce Board Chair, Dr. John Olson. A roll call was conducted, and a quorum was present. See Attachment 1 for a list of attendees.

**WELCOME AND INTRODUCTIONS**

Dr. Olson provided a brief overview of the guidelines for the conduct of a virtual meeting, requesting that members mute their microphones. Dr. Olson requested that attendees enter any comments and/or questions in the chat feature of Zoom. Dr. Olson proceeded to recognize Mr. Avery for the introduction of the morning's guest speaker.

Mr. Avery introduced Mr. Paul Olsen, noting that Mr. Olsen had previously held leadership positions in mechanized and combat heavy engineer units in Europe, the Middle East, and the United States. Currently, Mr. Olsen serves as the Executive Director, Programs and Partnerships, ODU Lead, Commonwealth Offshore Wind Task Force.

Mr. Olsen thanked Mr. Avery for his introduction and proceeded into his PowerPoint presentation. He reviewed the big picture of offshore wind (OSW) indicating that it was a top priority for ODU given its national maritime leadership role. The project includes an OSW Task Force with 125 members. Major partners include the Commonwealth of Virginia, ODU, Dominion Energy, Orsted, the Port of Virginia, the Virginia Maritime Association, the Virginia Offshore Wind Development Authority (VOWDA) and regional Municipalities.

He reviewed Virginia's lease area and said the Dominion lease area is 25 miles off our coast. He stated that a typical offshore wind project includes 30 to 100 wind turbines in each array. Mr. Olsen reviewed the design of a turbine noting the many components that comprise each unit and the fact that each component had a different supply chain and required a specialized workforce. Noting that each turbine was supported with a "lot of steel" in the water, he compared the construction of the foundation and tower sections to the building of a ship, involving a considerable amount of welding.

As to size, the turbines are huge. The first two turbines are currently being installed as a pilot and that it was anticipated that there will be a total of 200 turbines in place in the lease area by 2026. Mr. Olsen said that it is also anticipated that this initiative was going to create a short-term boom of approximately 4,000 new operational and maintenance jobs within the region. He went on to note that in order to make this mega project possible, it would take the involvement of all the major stakeholders. To guide this effort a Commonwealth Offshore Wind Task Force Executive Committee (EXCOM), consisting of 12 members, had been formed to guide the Task Force. He reviewed the flowchart of EXCOM and discussed its five committee assignments.

Mr. Olsen responded to questions and invited members to email him at [polson@odu.edu](mailto:polson@odu.edu) with further questions. He closed with a quote from Mark Twain, "In a gold rush it's good to be in the pick and shovel business."

## CONSENT AGENDA ITEMS

There were no consent agenda items, therefore the meeting continued with the agenda.

## AGENDA ITEMS

### **I. UPDATE ON REGIONAL COLLABORATION**

Dr. Olson recognized Messrs. Shawn Avery and William H. Mann, Jr. to provide an update on the merger of the Hampton Roads Workforce Council and the Greater Peninsula Workforce Board. Mr. Mann stated that he and Mr. Avery conducted a presentation to support the merger request to the Governor's Office, last week for the Virginia Board of Workforce Development (VBWD). He and Mr. Avery briefly reviewed the high points of their presentation, which included a brief history of the collaborative working relationship between the two boards that led to the creation of the Southeastern Virginia Regional Workforce Collaborative in September 2018.

Mr. Mann noted their presentation was well received by the VBWD membership with a number of board members expressing their support for the merger. Following a short question and answer period following the presentation a motion was made, seconded, and approved by the VBWD in support of the region's workforce board's request to merge to the Governor's Office.

Mr. Avery continued the update with a review of the Realignment Taskforce members which included the two local Board Chairs, Vice Chairs, Councilwoman Mamie Johnson and Vice Mayor, Jimmy Gray and the progress to-date on designing a new board organizational structure consisting of four committees: Business and Workforce Services Committee; Youth Services Committee; Finance and Strategy Committee and Communication Committee. Mr. Avery also reported that a new Board of Directors would be developed consisting of 33 (61%) business representatives and 21 (39%) non-business representatives.

Mr. Avery concluded his portion of the update with a review of the next steps to be taken which included implementing staff realignments, where possible; branding/naming; amending the Charter Agreement of the Hampton Roads Workforce Council, adding the 7 Peninsula localities; executing the Grant Recipient MOU; updating Fiscal Agent agreement; updating internal policies and procedures; and establishing appropriate staff benefits and retirement plans. All this work needs to be completed by June 30, 2021.

Dr. Olson expressed his appreciation to Shawn and Bill and the ad hoc committee for the progress made to-date.

### **II. REBRANDING DISCUSSION**

Moving to the next agenda item, Dr. Olson recognized Mr. Avery to introduce the KBD Group for a presentation on rebranding the new merged organization. Mr. Avery introduced Ms. Kelli Webb, CEO, KBD Group, to review their recommendations. Mr. Avery noted that the staff did not provide any input regarding the recommendations to come forward.

Ms. Webb conducted a presentation entitled, "Reimagine, Reinvigorate, Refresh." She reviewed the history of the HRWC under its former name as Opp. Inc. (Opportunity Inc., Hampton Roads' Workforce Development Board), noting that under this moniker the organization suffered from a lack of brand awareness. She reviewed the process of the 2018 rebranding project that took place and resulted in the change to the current name "Hampton Roads Workforce Council," which has received positive feedback and recognition within the marketplace.

Ms. Webb reviewed the difference between rebranding -vs- refreshing a brand image. She reviewed examples of organizations that have conducted a refresh, i.e. Google, Apple, and Uber. Ms. Webb said The KBD Group was recommending that instead of rebranding the newly merged organization it would be better to build upon the name recognition of the Hampton Roads Workforce Council and do a refresh of that brand

with a new logo design that would embrace the concept of one region, one brand promoting, “A Hampton Roads Community.” She also noted that refreshing would be less expensive than rebranding. Next steps would include a survey with board approval, development of marketing collateral, a media outreach to include a press conference with logo unveiling.

Dr. Olson commented that since the Southeastern Virginia Regional Workforce Collaborative had been in place since 2018, he thought creating a new name would cause confusion. Mr. Avery noted that maintaining Hampton Roads Workforce Council would assist with needed revisions to legal documents. Dr. Olson said The KBD Group would continue to work on this and proceed with the development of a new logo design.

**III. OPEN DISCUSSION AND ANNOUNCEMENTS**

Mr. Avery welcomed new staff member, Maegan Barnes, Campus 757 Manager.

**VI. PUBLIC COMMENTS**

There were no public comments.

**ADJOURNMENT**

The meeting concluded at 10:35 a.m. with closing remarks from Dr. Olson who thanked everyone for attending.

Respectfully Submitted,



William H. Mann, Jr.  
Secretary

Attachment

JOINT MEETING  
GREATER PENINSULA WORKFORCE BOARD  
AND  
HAMPTON ROADS WORKFORCE COUNCIL  
SEPTEMBER 24, 2020  
ATTENDANCE RECORD

**GREATER PENINSULA WORKFORCE BOARD (GPWB) MEMBERS PRESENT**

Terry Banz	Greater Williamsburg Business Council
Joseph C. Barto, III	TMG
Verna Chamberliss	United Steelworkers – Local 8888
Adriene Crawley-Dent	1 <sup>st</sup> Advantage Federal Credit Union
Erin Creath	Sentara Healthcare System
Greg Garrett	Greg Garrett Realty Partners
Jesse Goodrich	Riverside Health System
Honorable James Gray	Hampton City Council
Honorable Herbert Green, Jr.	Poquoson City Council
Kasia Grezelkowski	Versability Resources, Inc.
Dudley Harris	Bay Electric Co., Inc.
Tanya Howard	Newport News Shipbuilding
Aaru Ma'at	Hampton Redevelopment and Housing Authority
Honorable Ted Maslin	Williamsburg City Council
John Meyer	SynEnergy Inc.
Barbara Murphy	AARP
Dr. John Olson	ECPI University
Casey Roberts	New Horizons Regional Education Centers
Kim Shepard	Virginia Department of Aging and Rehabilitative Services
Honorable Tina Vick	Newport News City Council
Barbara Watson	James City County Department of Social Services

**GPWB MEMBERS ABSENT**

Rachel Ambrose	Denbigh Learning Center
Honorable Melanie Rapp Beale	Dominion Energy
Mike Briley	Virginia Peninsula Central Labor Council
Rhonda Bunn	Canon Virginia Inc.
Jeffrey Clemons	PNC Bank
Donna Crittenden-Barton	Virginia Employment Commission
Dr. Gregory DeCinque	Thomas Nelson Community College
Dr. Susan English	Thomas Nelson Community College
Honorable John McGlennon	James City County Board of Supervisors
Robert McKenna	Virginia Peninsula Chamber of Commerce
Honorable Robert Orth	Gloucester County Board of Supervisors
Josie Pearson	Science Systems and Applications, Inc.
Jason Perry	Rappahannock Community College
Dale Stone	Walmart Distribution Center
Ken Taylor	W. M. Jordan Company, Inc.
Thomas Tingle	Guernsey Tingle Architects
Dr. Vince Warren	Newport News Shipbuilding
Honorable Jeffrey Wassmer	York County Board of Supervisors
Albert Welcher	Point Transitions LLC

**GPWB LEO STAFF REPRESENTATIVES PRESENT (Nonvoting)**

Alan Archer	City of Newport News
Pamela Croom	City of Hampton
Wendy Evans	City of Williamsburg
Sherrri Newcomb	York County
Sherry Spring	Gloucester County

**GPWB LEO STAFF REPRESENTATIVES ABSENT (Nonvoting)**

Randall Wheeler	City of Poquoson
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**GREATER PENINSULA WORKFORCE BOARD STAFF PRESENT**

Gary Butler	Deputy Director
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 Specialist
Randy Troutman	One Stop Operator

**YOUTH WORKFORCE CENTER, NHREC STAFF PRESENT**

Valencia Huggins	Program Manager
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**HAMPTON ROADS WORKFORCE COUNCIL  
JOINT BOARD MEETING  
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**HRWC BOARD MEMBERS PRESENT**

Vonya Alleyne	Cox Communications Virginia
Virginia Batteen Hawks	S.L. Nusbaum Realty Company
Hosey Burgess	Virginia Employment Commission
Thomas Calhoun	Norfolk Federation of Teachers
Jared Chalk	Norfolk Department of Economic Development
Dr. Ken Chandler	City of Virginia Beach
Ross Cherry	Cherry Carpeting & Flooring Company
Dr. Marcia Conston	Tidewater Community College
William W. Crow	Virginia Ship Repair Association
Dr. Larry Dotolo	VA Tidewater Consortium for Higher Ed.
Greg Garrett	Garrett Realty Partners
Stephanie Gorham	VOLUNTEER Hampton Roads
Alice Graham	City of Portsmouth
Kasia Grzelkowski	VersAbility Resources
Andy Jaeckle	STIHL Incorporated
L'Tanya Johnson	Cost Plus World Market
Mark Johnson	Trust Bank
Shannon Kane	EWR Management
Pamela Little-Hill	City of Portsmouth
Delceno Miles	The Miles Agency
Dr. John Olson	ECPI University
Thom Prevette	Bon Secours Health System
Ron Ritter	On Point, LLC
Becky C. Sawyer	Sentara Healthcare
Kim Shepard	VA Department of Aging & Rehabilitative Services
Doug Smith	Hampton Roads Alliance
Dr. Aaron Spence	City of Virginia Beach Public Schools
Bryan Stephens	Hampton Roads Chamber
Chris Stuart	Top Guard Security
Guenter Weissenseel	IMS Gear Virginia Inc.
Edith White	Hampton Roads Community Action Program
Kevin Will	Boys & Girls Club of Southeast Virginia
Chas Wright	TowneBank
Steven C. Wright	Chesapeake Department of Economic Development

**HRWC BOARD MEMBERS ABSENT**

Jeffrey W. Clemons	The PNC Financial Services
Ellis Cofield, Jr.	Cofield's Locksmith, LLC
Brian Courtien	International Union of Painters & Allied Trades & Finishing Trades Institute of MD, VA, DC & Vicinities
Dr. Johnny Garcia	SimIS, Inc.
Ronald Jackson	Norfolk Redevelopment and Housing Authority
Dr. Daniel Lufkin	Paul D. Camp Community College
Bill Miller	Fairlead Integrated
Dr. Ruth Jones Nichols	Foodbank of S. E. Virginia & Eastern Shore
Dr. Keisha L. Pexton	Newport News Shipbuilding

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

The Honorable Robert M. Dyer	City of Virginia Beach
The Honorable Christopher Cornwell	Southampton County
The Honorable Don Goldberg	City of Suffolk
The Honorable Mamie Johnson	City of Norfolk
The Honorable William McCarty	Isle of Wight County

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

The Honorable John Rowe	City of Portsmouth
The Honorable Rick West	City of Chesapeake

**HRWC STAFF**

Shawn Avery	President & CEO
Deborah Bailey	Business Services Assistant - VCW Norfolk
Maegan Barnes	Campus 757 Program Manager
Christina Brooks	Senior Director, Youth Services
Helen Bryant	Training & Career Services Coordinator - VCW Norfolk
Steven Clowes	Career Developer - VCW Norfolk
Bill Coley	Workforce Services Officer
Steve Cook	Vice President of Workforce Innovation
Mike Clark	Internal Communications Coordinator
Clif Duncan	Vice President of Finance & Administration
Loretta Earl	Office Manager
Latonya English	Senior One-Stop Director of Operations - VCW Norfolk
Amanda Green	Youth Program Coordinator
Tasha Greene	Administrative Services Coordinator - VCW Norfolk
Sandra Hawes	Receptionist - VCW Franklin
Paul Hughes	Career Developer - VCW Norfolk
Michael Hunter	HR Veterans Center Coordinator
Rose Marie Hollins	Director of Accounting
Sergio Leon	Career Developer - VCW Norfolk
Whitney Lester	Senior Director of Talent Development
Cynthia Norris	MIS Technician - VCW Norfolk
Amy Rodriguez	Career Developer - VCW Norfolk
Jackie Rondeau	Business Services Coordinator - VCW Norfolk
Nahla Saleh	Career Developer - VCW Norfolk
Fred Showers	Career Developer - VCW Norfolk
Nancy Stephens	Senior One-Stop Director of Admin. - VCW Norfolk
Randi Turner	Career Developer - VCW Franklin
Chelta Wray	NextGen Coordinator
Chiara Worthey	Office Manager - VCW Norfolk

**GUESTS**

Kelly Morro	The KBD Group, LLC
Paul B. Olsen, P.E.	Commonwealth Offshore Wind Task Force
Kelli Webb	The KBD Group, LLC