

**Board of Trustees HYBRID Meeting  
Piedmont Virginia Community College  
501 College Drive  
Main Building 800 Wing, Room 835  
Charlottesville, VA 22902**

**Friday, December 4, 2020  
11:00 AM – 2:30 PM**

**Virtual Meeting via ZOOM  
<https://vccs.zoom.us/j/9560511334>;  
Password: GEN2020A**

**Members Present**

Mr. Peter Bale  
Mr. Matthew Clarke  
Dr. John Downey  
Mr. Marc Foglia  
Dr. Tiffany Franks  
Mr. Doug Frost  
Mr. Rick Gagliano  
Dr. Jackie Gill Powell  
Ms. Marilyn Hanover  
Mr. Jeff Jaycox  
Dr. Shannon Kennedy  
Mr. Jim McEwan  
Mr. Abdelkarim Moharram  
Mr. Wesley Reid  
Dr. Wayne Stilwell

**Representative Present**

Dr. Eileen Van Aken

**Members Absent**

Dr. Makola Abdullah (Rep)  
The Honorable Brian Ball  
Ms. Tamea Franco  
Dr. Brian Hemphill (Rep)  
Mr. John Mead  
Mr. Bob Stolle

**Representative Absent**

**Others Present:** Mr. Blake Gore (rep. for Dr. Hemphill), Mr. Tony Cerilli, Mr. Josh Dawson, Mr. Bill Donohue, Ms. Flora Hezel (Attorney General), Mr. Jose Colucci-Rios, Dr. Dan Roberts (rep. for Dr. Abdullah), Mr. Scott Schein, Ms. Valerie Simpson, and Mr. Dean Young.

~Call to Order~

Mr. Jaycox welcomed everyone and thanked them for attending. Next Mr. Jaycox ask Ms. Simpson to call the roll to establish a quorum. A quorum was established so Mr. Jaycox called the meeting to order at 11:00 a.m.

~Approval of Minutes~

Mr. Jaycox asked the board members to review the minutes from the September 18, 2020 meeting. Mr. Jaycox next asked for any additions, corrections, changes, or discussion to the minutes. With there being no changes, Dr. Downey made a motion to accept the minutes. The minutes were properly seconded and approved.

~Funding & Hiring Plan Execution~

Mr. Donohue began reviewing the state budget for 2021, 2022, and the Federal Budget opportunities for 2021, 2022. He also reviewed the Hiring Execution Plan.

Mr. Donohue then introduced the new GENEDGE Employees to the board.

**Practice Managers:**

Mr. Lewis Bowman - Practice Manager Process Improvement, Newport News office

Ms. April Schmidt Org. Development, Newport News office

**Director, National Network Programs:**

Mr. Scott Schein, Richmond office

**Administrative Manager:**

Ms. Ashley Hudson, Martinsville office

Mr. Donohue concluded by stating that the Succession Plan Status for the Board of Trustees was originally due in December. However, due to having to use our plan to fill unexpected short-term vacancies, the update will now be given at the March 2021 Board of Trustees Meeting.

~Financial Update~

Mr. Dawson began by reviewing the Operating Metrics YTD FY21 (five months). Gross bookings were \$3,826,076. Gross billings totaled \$1,133,014. Net billings were \$410,379. Backlog was \$3,758,800 and net cash position was \$1,982,896.

Mr. Dawson next reviewed with the board the FTD FY21 (five months) Proposal Pipeline stating that the number of proposals were 86, the number of contacts were 68 and the number of new manufacturers booked were 10.

Next Mr. Dawson reviewed the Results of Operations - Cash Basis FY2021 YTD (five months).

Mr. Dawson concluded by reviewing the COIA Training with the board stating that the training must be done every two years and that he will be sending out an updated list to help each Board Member determine if they need to complete the training.

~Status Update – Website & CRM~

Mr. Young began the update by informing the board members that there were two tasks contracted that directly support the refresh of the GENEDGE.org website. He stated that Task Order #3 was that The Rubia Group will audit GENEDGE’s current brand content and materials and will develop recommendations and content for refreshed messaging and visual content for the GENEDGE Brand. He continued by informing the board members that The Rubia Group will design, engineer, develop/program, test and launch a refreshed website for GENEDGE. Integrations with Salesforce will be accounted for and completed. Task #3 and #4 are complete.

Next, Mr. Young informed the board members of Task Order #5 stating that the Rubia Group will engage the selected CRM platform (Salesforce), setting up an account for GENEDGE. This task is in progress.

Mr. Young concluded by reviewing the implementation of Salesforce solution. The goal was to have GENEDGE on a new CRM System by the end of FY20 and fully engaged with the new system by the beginning of FY21 however, there have been significant delays. The new estimated completion is estimated for the first quarter of FY21.

~GoVA Retooling for Strategic Industries Program Update~

Mr. Young began by informing the board members of the Quarterly Milestones (Q3 2020; Q1 for Phase1). He stated that an Advisory Committee had been established, development and published guidance for companies as they reopened had been completed, as well as, implemented application and assessment processes to evaluate potential companies based on commercialization potential and targeted products/markets.

Next Mr. Young presented a VHHA Update to the board members emphasizing on PPE. He also gave a Marketing update stating that a One-Pager containing data by region for quantity of applications, assessments and accepted companies, was distributed to GO Virginia Regions.

Mr. Young next informed the board of the Lunch and Learn Webinars recorded and available on GENEDGE Website in November and in December.

Next, Dr. Carrico presented the Program Status (through 11/30/2020) stating that as soon as people apply, we complete the assessment:

GO Va Region	Total Applications	Pre-Assessment Mtgs	Total Assessments	New Assessments	Accepted Companies
1	2	2	2		2
2	1	1	1		1
3	2	2	1		1
4	6	6	5	1	4
5	4	4	3		3
6	1	1	1		1
7	1	1	1		1
8	2	2	2		2
9	1	1	1	1	
<b>Grand Total</b>	<b>20</b>	<b>20</b>	<b>17</b>	<b>2</b>	<b>15</b>

Mr. Young concluded the GoVA Retooling for Strategic Industries Program update by reviewing the revised budget and the Year One Expense Projection for the program, to the board members.

~GENEDGE Listening Sessions Summary~

Mr. Jaycox informed the board members of the objectives and the approach for the listening sessions with GENEDGE associates. The sessions were intended to solicit feedback from the GENEDGE team on how the pandemic is impacting their individual lives and position.

Next Mr. Jaycox stated along with Mr. Donohue, four sessions were conducted. One session was held in Roanoke and hosted by board member Tamea Franco at Global Metal Finishing. The remaining sessions were held in Martinsville, Newport News and Richmond.

Mr. Jaycox concluded by sharing the organizational positives, successes, challenges, and concerns of the GENEDGE Associates with the board members.

## ~Budget Revision Review~

Mr. Dawson began by presenting the Revised Budget to the board members.

Mr. Jaycox next discussed the Interim COVID-19 Employee Stipend to help compensate for expenses incurred while working from home. The approval for agenda item was tabled until the March 19, 2021 GENEDGE Board of Trustees Meeting.

Next, Mr. Donohue informed the board members that GENEDGE proposes to hire a consultant to help GENEDGE procure additional federal funding to support advanced manufacturing initiatives within the Commonwealth. Funds have been budgeted to cover the consultant's fees and any additional reasonable expenses that may occur. Mr. Jaycox asked for a motion to adopt the revised budget with the exclusion of the employee stipend. A motion was made by Mr. Frost and was properly seconded and approved.

Mr. Dawson along with Ms. Hezel concluded by informing the board of the agreements (SRA's) that had to be established with the other MEP Centers in the MEP Cyber and MedAccred two programs. The amounts related to those agreements have been re-budgeted to Payments to Partners from Third Party Providers. Additionally, GENEDGE will review MTC's ability to handle the amount of funding currently budgeted under its SRA agreement with WCC.

## ~NIH RADx Initiative Pilot~

Mr. Schein informed the board that RADx developed a statistically elegant test sampling calculator in parallel but will require interpretation for business owners and operators. He then stated that RADx will provide in-kind resources to develop systemic use and interpretation of the test program calculation tool, CLIA support at facilities and to connect GENEDGE with the test kit supply chain.

Next Mr. Schein state that eight to ten MEP National Network centers will work with local clients to conduct twenty to twenty-four pilots across the U.S.

Mr. Schein concluded by informing the board of the program objectives and stating that the objective of the program is to quickly develop and obtain approval for test kit technologies that would allow for broad public access.

~Public Comment and Adjournment~

Mr. Jaycox asked for public comment. There being no public comment Mr. Jaycox and Mr. Donohue thanked everyone for attending. Mr. Jaycox called for a motion to adjourn. The motion was made, properly seconded, and the meeting was adjourned.