

**BOARD OF DIRECTORS  
OF THE HAMPTON ROADS WORKFORCE COUNCIL  
EXECUTIVE COMMITTEE  
MEETING MINUTES  
October 19, 2022**

A meeting of the Executive Committee, Board of Directors of the Hampton Roads Workforce Council (HRWC) convened in the Boykin Room of Brooks Crossing Innovation and Opportunity Center, located at 550 30<sup>th</sup> Street, Newport News, on May 18, 2022. With a quorum present, the meeting was called to order at 9:00 a.m. by Dr. John Olson, Chair. (Attachment A- Attendee List).

**CONSENT AGENDA**

Dr. Olson directed the attention of the Executive Committee members to the Consent Agenda, asking if there were any request(s) to remove any items. Without any, a motion to approve the Consent Agenda was made, seconded, and approved by all.

**MEETING MINUTES**

The Executive Committee of the Board of Directors reviewed the meeting minutes of May 18<sup>th</sup>, 2022. Ms. Delceno Miles motioned to approve the previous meeting's Minutes of the Executive Committee of the Hampton Roads Workforce Council Board of Directors as presented. The motion was seconded by and unanimously approved as presented.

**MEETING AGENDA**

**PRESENTATION- GOOD JOBS CHALLENGE**

Mr. Shawn Avery introduced a new federal government initiative that is innovatively ground-breaking, comprehensive, well-financed, and structured for local workforce systems to get Americans back to work following the COVID-19 pandemic. As described by The Economic Development Administration's (EDA), the American Rescue Plan includes a once-in-a-generation investment of \$500 million toward a **Good Jobs Challenge** intended to produce a skilled workforce ensuring the United States is prepared to "innovate, compete, and succeed in a 21st Century global economy. With a focus on equity, the program expands career opportunities for more Americans to reach their full potential and secure good-paying jobs and careers." Mr. Avery acknowledged the leadership of Christina Brooks and Whitney Lester and asked them to share details of the plan.

Ms. Brooks recapped the EDA's Press Release (dated August 3, 2022), which announced that *our* Hampton Roads Workforce Council was awarded \$11,006, 941 to focus on the key industry sectors of water, which would be referred to as the Blue Economy, Energy, and Resilience. *Our* Hampton Roads Workforce Council was one of only thirty-two 32 awardee projects selected from a very competitive, nationwide pool of over 500 applicants. Plus, out of the 32 awardees, we were only 1 of 6 that achieved acceptance for the program's national rollout. *Our* Hampton Roads Workforce Council's proposal was fully supported by state and local elected officials, the local colleges and

universities, Dominion Energy, community-based organizations, local chambers of commerce, and key stakeholders in our communities to collate actionable strategies and provide solutions to address the talent needs of our regional economy. With most of the plan in place, the program began with positioning participants in October 2022. (Attachment B: The GJC Presentation)

Whitney Lester, Senior Director of Talent and Development, referred to the 2019 Talent Alignment Study, commissioned by our Council, which provided data analysis of the complex growing talent deficit and how Hampton Roads could reverse the trend. The study incorporated: 1. Workforce Analysis, 2. Supply-Demand Gap Analysis, 3. Strategy initiative for talent alignment. (Using resources such as ODU's Economic Analysis & Policy's State of the Region Report, the Talent Alignment study documented that more than 50,000 people left the region's labor force in 2021 alone. February 2021 suffered an 8.5% decline over February 2020.) Mr. Lester presented several slides discussing in detail the connectivity of the Talent Pipeline and the role of *our* Hampton Roads Workforce Council regarding employer engagement, research, data collection, analysis, reporting, and development of the programs, processes to plan, and attract, and retain talent to reverse the trend of outward migration. Mr. Lester referenced our leadership, engagement, and collaborative initiatives with services provided to targeted populations such as veterans, college students, and marginalized populations with our programs specializing in incumbent worker training, internships/apprenticeships, retention assistance to upskill, reskill educate and certify people in the talent pipeline toward the focus sectors of maritime, cyber, data analytics, and energy, with healthcare on the horizon.

Ms. Brooks gave an example of how the process works, beginning with a specific "demand signal." For instance, over the next five years, we know there will be a need for 30,000 job placements in the maritime industry. We have launched two different pilot programs utilizing \$1.5 million (\$1 million from the state with approximately \$500,000 from Dominion Energy) to strengthen and expand the training capacity of our community colleges. Called HR Strong (Skilled Trades, Rapid On-ramp Network for Growth), the 2021 pilot program will serve approximately 200 people. In our current fiscal year of HR Strong, the City of Norfolk added \$1.5 million for three years to help another 200 individuals. Secondly, we will utilize and build upon the best practices of the Women in Skills Career Program (WISC) as a model.

Mr. Avery stated we were also one of only three localities identified for seed money for the IT and cyber security pilot pipeline project (the other two were the Governor's office in NC and Oklahoma). Additionally, Bank of America gave \$50,000 last year (and committed \$30,000 for this year) toward implementing a healthcare talent pipeline project. Ms. Brooks announced that we also were awarded a WANTO (Women in Apprenticeship & Nontraditional Occupations) grant contributing another \$714,000.

Chairperson Olson asked for questions or comments related to the Good Jobs Challenge from the Executive Committee Members.

Portsmouth Mayor Shannon Glover stated that undoubtedly a key to our success in the endeavor was the positioning of the Hampton Roads Workforce Council in terms not only of the logistical span but of the outreach and numerous partnerships cultivated by Shawn Avery over an extensive period of years. Mayor Glover challenged the Workforce council to become even more intentional about developing the grass root workforce recruitment network to increase participation. He implored the mayors of all cities and counties to promote the Good Jobs

Challenge because of the huge payoff as higher incomes generate self-sufficiency, higher taxes, and lower crime.

Councilperson Don Goldberg (Suffolk) stated that skill bridge programs and outreach activities should provide long-term economic mobility that will benefit generations and offset the market conditions with the lack of affordable housing in Hampton Roads. Mr. Lester mentioned that ODU's economist's report detailed the adverse impact on communities, with the private equity firms buying up housing complexes resulting in higher rent structures and demands. He explained that it involves talent retention and recruitment in the workforce ecosystem. A discussion ensued over the opportunity to interrupt the conjunctive impact of economic and workforce development.

Councilperson Mamie Johnson (Norfolk) applauded the success of the Hampton Roads Workforce Council and affirmed the work we are purposefully doing as life-changing to our citizens, who will surely benefit from this initiative intended for anyone whose career or sustainability of income was adversely impacted by the COVID pandemic, not just minorities. Further, she suggested we become intentionally mindful of our perspectives and nomenclature to aid in changing mindsets and grow more support of the programs that benefit all. With that in mind, we need to promote and ensure the implementation of the GJC in all cities.

Councilperson Delceno Miles (Virginia Beach) suggested we engage and work closely with the Minority Business Council to ensure we maintain that pipeline of inclusion.

Mr. Avery acknowledged the Virginia legislative successful role in obtaining the grant and thanked the board members for their continued contributions toward our mission.

Chairperson Olson remarked that this was a comprehensive presentation and applauded Mr. Avery's leadership and the continued success of the Hampton Roads Workforce Council, which is strengthened by the robust conversation that just ensued.

## **COMMITTEE REPORTS**

Chairman Olson called upon each chairperson of the Hampton Roads Workforce Council Committee to introduce their written reports, as much of this meeting was spent on the Good Jobs Challenge presentation.

### **Business and Workforce Committee**

Committee Chair Larry Dotolo presented the committee's report (Attachment C) for the Program Year ending June 2022 and stated he was very satisfied with the performance. He asked the staff to provide comparison and trend reports in the future. He pointed out that it is challenging to maintain talent within our area and that the Talent Division needed to do a better job working with area youth to reduce the number of college graduates that relocate after graduation. He said the more paid internships we have, the better, as internships keep people in the Hampton Roads area.

Ms. Delceno Miles expressed her appreciation to the Business Services Unit for supporting Rivers Casino job fairs being held throughout Hampton Roads in support of their Portsmouth Casino, which is to open early in 2023.

Mr. Avery said the team was actively meeting with area prospective employers noting that we are working on expanding our opportunities at Brooks Crossing in Newport News and also the Virginia Beach Towne Center to expand our footprint within the communities we serve.

Mr. Avery noted that the Connecting Opportunities \$65,000 Grant funded by Elizabeth River Crossing would be discontinued due to a lack of enrollment and competing programs.

### **Youth Services Committee**

Committee Chair Dudley Harris Mr. Harris reviewed the Youth Services Committee report through Sept 30, 2022, stating that the WIOA-funded In-School and Out-of-School year-round programs had served 84 youth for Program Year '22 (6 In-School and 78 Out-of-School youth). One hundred thirty participants are expected to go through this Program Year. Further, Chairperson Harris announced that the City of Chesapeake would repeat the very successful NexGen Opportunity Fair on March 2, 2023. He called attention to the WHRO article highlighting. NextGen participants with ODU made a scientific discovery of fresh water at Portsmouth Lake, which was believed to be salt water.

Councilman Johnson asked what tracking mechanism is in place to determine participant success, particularly in the western part of Tidewater. Ms. Amanda Rafferty responded that we have a contract with Camp Community College for Suffolk, Franklin, and Isle of Wight, with a designated coordinator and two full-time case managers. We are hopeful that these numbers will increase. Additionally, we plan to expand upon the school systems.

### **Finance & Strategy Committee**

Committee Chair Johnny Garcia introduced the Financial Reports (Attachment D). He highlighted changes to the FY 2022 Budget, which increased from \$15,414,052 to \$22,636,165 as the Finance & Strategy Committee recommended. Also introduced were the reports to include Revision #1 to \$856,637 from the prior year. Revision #2 had new funding increases to \$6,764,700. The Budget changes were approved by the Finance & Strategy Committee. Chairperson Garcia asked for questions or comments on the approvals recommended.

Vice Mayor Gray inquired about the annual impact of the multiyear grants. Dr. Garcia responded that was a good point and explained that if you take all the new funding received, the new budget is \$31 million (with the addition of the Good Jobs Grant of \$11 million). But because many of the grants are multi-year, which requires the Finance Department under Stacey Daniels-Fayson to create and apply financial schedules which dovetail with the annual program's timeline and usage forecast. Councilwoman Tina Vick made the motion to approve the increased budget to \$22,636,165. Dr. Dotolo seconded the motion, and the budget passed as presented.

Chairperson Garcia concluded his Committee Report with a continued focus on data analytics and key performance indicators tied to our increasing budgets. Mr. Avery concurred that those two team leaders, Gary Butler and Katie Henderson, are working on

pulling all the information together and will present the dashboard at our next meeting. He cautioned that, as one would imagine, this is an arduous process to test the instrumentality and validity of data that holds up to a cost-benefit analysis on utilization.

### **PRESIDENT'S REPORTS**

Shawn Avery, President & CEO of the Hampton Roads Workforce Council (HRWC), updated the Executive Committee of the Board of Directors with copies of the Annual Snapshot (Attachment D) and acknowledged Portsmouth's Mayor Glover as an award-recipient at the successful Innovation Award event on September 29<sup>th</sup>. He announced that Rivers Casino in Portsmouth offered to host the event next year.

### **OLD BUSINESS**

Chairperson Olson stated there were no tabled discussions from the past or old business and inquired the same of the members, who responded none.

### **NEW BUSINESS**

Mr. Avery introduced the Bio and proposed Ms. Sarah Welch, Process Design Executive, Bank of America, as a new board member. Dr. Olson stated that this required a vote by elected officials. Vice Mayor Gray proposed the motion to approve Ms. Welch as a new member of the Executive Committee for the Hampton Roads Workforce Council Board of Directors. Councilperson Mamie Johnson made the second, and the motion was carried unanimously.

Mr. Avery announced that the Hampton Roads Alliance would merge with the HRWC in January 2023. A few members of the Executive Committee were also on the Board of Directors for the Alliance. For those unfamiliar with the merger, Mr. Avery explained that the Alliance had previously operated as a subset entity of the Hampton Roads Chamber of Commerce. The move to merge with HRWC is for synergy in streamlining correlated missions of the workforce and economic development agencies. The merger would not include offices, organizational structure, or Foundations, as each 501c3 would remain separate. The finance and accounting responsibilities would stay with the Chamber. The Hampton Roads Workforce Council would receive a fee for service from the Alliance to administer the Benefits and Compensation of Alliance employees because a natural pipeline for recruitment of employees for the Alliance would be the experienced employees of the City's Economic Development departments. The merger would allow the Alliance to recruit and retain talent by offering a more robust compensation package (i.e., inclusion/continuation in the Virginia Retirement System). Attorneys for the Alliance and the HRWC have approved the merger's compliance with our charter and governmental regulations.

The Honorable Donald Goldberg made the motion to merge the Alliance under the umbrella of the Hampton Roads Workforce Council as of Jan 1, 2023. The Honorable Mamie Johnson seconded the motion, which was unanimously carried.

## **ANNOUNCEMENTS**

Dr. Olson announced that the next meeting would be the entire Board of Directors meeting at 9:00 AM on December 21, 2022, at Hub 757 in Suffolk. (The next Executive Committee meeting scheduled for November 16, 2022, is canceled as it conflicts with the State's Workforce Development Meetings.)

## **PUBLIC COMMENTS**

Vice-Chair Mark Johnson began the roll call of elected officials who were present.

The Honorable Richard Grice stated concerning the marketing campaigns that we are not yet the "Go To" entity. To achieve that status, we must source and develop an ongoing omnipresence in each of these areas. Councilman Grice asked about our position on the full-time equivalent correlation and the 6–10-week timeframe for training programs, to which Mr. Avery responded that our experience suggests that the timescale is adequate and complements our current training systems and infrastructure.

The Honorable Mamie Johnson applauded the leadership of the Hampton Roads Workforce Council for proving that REGIONALISM will work in specific functional areas. The merger of the two workforce boards across the water gained efficiencies and efficacy, which positioned us to garner the attention, track record, and influence to win such recognition and forwarding. However, she stated she would be remiss if she didn't probe or challenge us to have more of a "boots on the ground mentality," as many people outside of the economic and workforce development don't know or participate in our programs. Lastly, she cautioned us to remember that colleges are not for everyone, and we should seek vibrant partnerships with area tech and trade schools. (She referenced the 60 Minute segment aired the previous Sunday.)

Councilwoman Tina Vick has long appreciated the exceptional work the HRWC has done and is proud of her affiliation.

The Honorable Linwood Johnson shared his excitement for what we do and his initiatives with the City of Franklin. He stated that he worked with the Foodbank to establish a facility in Franklin. Also, the drive-in theatre will open in May of 2023. Further, he said that Franklin is working with transportation services for greater access to and from the Isle of White and Southampton Counties region. He was again voted Vice-Chair of VML (Virginia Municipal League, a statewide nonprofit, nonpartisan association of governments established in 1905 to improve and assist local governments through advocacy, research, and education.) VML is hosting a 2023 event and asked the HRWC to present at the event.

The Honorable James Icenhour stated he appreciated the work being done and the phenomenal success of the HRWC that benefits everyone.

Dr. Olson solicited public comments. With none, the meeting was adjourned at 10:45 a.m.

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Shawn Avery, President, and CEO  
Recording Secretary

Attachments

**EXECUTIVE COMMITTEE  
BOARD OF DIRECTORS  
OF THE HAMPTON ROADS WORKFORCE COUNCIL  
October 19, 2022**

**ATTENDANCE RECORD**

**EXECUTIVE COMMITTEE MEMBERS PRESENT**

Dr. John Olson,	ECPI University
Mark Johnson	Truist Bank
Dr. Larry Dotolo	Virginia Tidewater Consortium for Higher Education
Dr. Johnny Garcia	SimIS, Incorporated
Jesse Goodrich	Riverside Health System
Dudley Harris	Bay Electric Company. Incorporated
Delceno Miles	The Miles Agency
Robert McKenna	Virginia Peninsula Chamber of Commerce
Guenter Weissenseel	IMS Gear Virginia Incorporated

**EXECUTIVE COMMITTEE MEMBERS PRESENT VIRTUALLY**

Taylor Adams	City of Virginia Beach
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**EXECUTIVE COMMITTEE MEMBERS ABSENT**

Terry Banez	Greater Williamsburg Business Council
Rhonda Bunn	Canon Virginia, Incorporated
William W. Crow	Virginia Ship Repair Association
Bryan Stephens	Hampton Roads Chamber
Kevin Will	Boys and Girls Club of Southeast Virginia

**CHIEF LOCAL ELECTED OFFICIALS REPRESENTATIVES PRESENT**

The Honorable James Gray	City of Hampton
The Honorable Richard Grice	Isle of Wight County
The Honorable James Icenhour	James City County
The Honorable Linwood Johnson	City of Franklin
The Honorable Mamie Johnson	City of Norfolk
The Honorable Tina Vick	City of Newport News
The Honorable Herbert Green, Jr.	City of Poquoson
The Honorable Shannon Glover	City of Portsmouth
The Honorable Don Goldberg	City of Suffolk
The Honorable Ted Maslin	City of Williamsburg

**CHIEF LOCAL ELECTED OFFICIALS REPRESENTATIVES ABSENT**

The Honorable Christopher Cornwell	Southampton County
The Honorable Robert J. Orth	Gloucester County
The Honorable Rick West	City of Chesapeake
The Honorable Robert M. "Bobby" Dyer	City of Virginia Beach
The Honorable Sheila Noll	York County

**HAMPTON ROADS WORKFORCE COUNCIL STAFF**

Shawn Avery	President and CEO
Steve Cook	Chief Innovation Officer
Gary Butler	Chief Administration Officer
Stacey Daniels-Fayson	Chief Financial Officer
Christina Brooks	Senior Director, NexGen and Special Projects
Whitney Lester	Senior Director, Talent
Amanda Rafferty	Director, Youth Programs
Katherine Henderson	,Senior Director, Administration and Special Projects
Andrew Nissman	Director, Grants and Corporate Stewardship
Rita Bond	Office Manager, Peninsula
Terri Partain	Director, Finance
Sultan Camp	Director, Veterans Employment Centers
Holly Bryant	Human Resources Coordinator
Joyce Williams	Executive Assistant to the President & CEP

**GUESTS**

none