



VIRGINIA INITIATIVE FOR  
**GROWTH &  
OPPORTUNITY**  
IN EACH REGION  
REGIONAL COUNCIL 9

**REGIONAL COUNCIL 9  
GROW EXISTING BUSINESS (GEB) TASK FORCE MEETING  
JANUARY 7, 2025  
11 am to NOON  
ALL-VIRTUAL**

<https://us06web.zoom.us/j/89266954721>  
Call 434-979-5610 x. 106 with connectivity issues.

**MINUTES**

**GEB Task Force Members Present:** Ray Knott, Francoise Seillier-Moiseiwitsch

**GEB Task Force Members Absent:** Brian Cole, Paige Read, Tom Thorpe

**Council Members Present:** Ethan Dunstan (Chair), Rob Archer (Vice Chair)

**Staff Present:** Helen Cauthen, Shannon Holland, Christie Taylor

**1. Call to Order.**

Ray Knott called the meeting to order at 11:02 AM. The meeting was being held virtually as it is needed to conduct business of the Council and there is a Governor State of Emergency. Council Chair Ethan Dunstan asked Ray Knott to lead the Sites Task Force until the June Annual Meeting, when a new chair will be nominated. The idea is to increase council member engagement through task force efforts as we discussed at the October Council Mtg.

• **Roll Call**

A roll call was performed. **A quorum was not established, as noted above.**

• **Public Comment.**

There was no public comment submitted before the meeting or offered at the meeting.

**2. ACTION ITEM(s):**

• **Dashboard** (Closed Projects)

[https://public.tableau.com/app/profile/virginiadhcd/viz/GOVADashboard\\_17345526597200/GOVADashboard](https://public.tableau.com/app/profile/virginiadhcd/viz/GOVADashboard_17345526597200/GOVADashboard)

Shannon Holland gave a brief presentation on the new tool available from DHCD that demonstrates GO Virginia Program impact. The data presented is for closed projects only.

• **Region 9 Project Grow Existing Business Projects Update**

Shannon Holland discussed the draft GEB dashboard in the meeting packet and noted that it will evolve with the goal of helping the task force stay engaged with GEB activities. She explained the stop light status method being used for active projects. Project VITAL is green and ready to go, as the contract that has just been signed. The Wine Planning Grant is yellow because though the report was presented in October, the Action Plan was not. It has now been delivered concurrently with the proposal up for discussion.

**3. 2024 Wine Industry Report & Action Plan – Deliverable**

• <https://www.govirginia9.org/about/reports/>.

Shannon Holland shared that the Wine Industry Report was successful in building collaboration as well as creating the report. We are advised that getting the sector meeting and working together not previously achieved. Shannon shared that she pushed hard to address some gaps in the action plan

and proposal, and then focused on getting a strong GO Virginia action plan developed that would drive a proposal. The first draft of the action plan and proposal weren't ready so in October she recommended they pull their proposal. An updated action plan has been delivered along with the proposal up for review today.

Francoise Seillier-Moiseiwitsch noted that the Wine Board has accepted four pre-proposals for potential funding identified through this planning grant's Report & Action Plan. Shannon noted that grants funded were for action items that were not "fundable" through GO Virginia.

#### **4. Proposal Review: Implementation Grant Draft Summary**

- Shannon shared that there are three pending projects requesting greater than Region 9's \$1M allotment, totaling \$1,066,870. If both projects advance, this will become a consideration.
- Staff and DHCD have concerns on the credentialing program, limited outcomes (10 jobs), Wine Board role, and lacking clarity around whether this proposal is additive.
- Francoise Seillier-Moiseiwitsch noted that the credential will yield a higher per hour wage for tasting room staff. The Wine Board role is often confused, so she clarified it is appointed by the Governor as an advisory committee, and they have funds they can issue towards research and marketing grants and oversee the Wine Board marketing office. They are volunteers, and as such not a lot is accomplished.
- A pinch point for DHCD is that a large portion of the funding is going to the development of the credentialing program that won't be delivered until the end of the grant period. There is also concern for the qualified credentialing partner. There is not a tax status for the entity, which would take at least a year for it to be the housing of a credential. Therefore, a public entity would have to house it, and that has not been outlined in the proposal. These sorts of obstacles ponder the question whether this should be attempted as part of this grant.
- Ethan pointed out there is a sustainability issue with nonprofits becoming self-sufficient, and the means of that not articulated in the proposal. Francoise Seillier-Moiseiwitsch answered that the fees from gaining the certificate could sustain the coalition, as well as private sector money and Wine Board funds.
- Shannon Holland said she would get feedback on these issues ahead of the Council Meeting for consideration.

#### **5. Feedback from Task Forces**

Shannon Holland requested feedback from the Task Force on the proposal review process and active project management process. The goal is to involve task forces more often, as it will provide earlier insights into project development and assist with deliverables. For example, sharing an early proposal outline or having volunteers from the task force oversee a project's development and implementation. It was suggested that Task Forces could approve final proposals to the full Council.

#### **6. Project Pipeline**

Currently, there are no other projects in the pipeline.

#### **7. Other Business**

No other business was presented.

#### **8. Adjourn**

The meeting was adjourned at 11:45 a.m.