



VEDA PROGRAM OF WORK FOR 2020

PUBLIC POLICY - *VEDA's public policy effort is led by the VEDA Executive Committee and Board of Directors. The Executive Committee is authorized to act on behalf of the full Board of Directors as needed. The full Board of Directors participates on weekly calls during the General Assembly session and creates the annual Public Policy Agenda.*

VEDA PUBLIC POLICY CHAIR: Christopher D. Lloyd, McGuireWoods Consulting

ACTIONS	TIMELINE	RESPONSIBLE
Identify and cultivate economic development champions in the Virginia General Assembly	Ongoing beginning November 2019	VEDA Executive Committee; Public Policy Chair; VEDA Executive Director; VEDA Legislative Liaison
Interact with legislators year-round. Coordinate with regional EDOs	Ongoing	VEDA Legislative Liaison to set appointments
Organize VEDA Leadership Meetings with key GA Committee Chairs and staffers, especially those on the money committees		VEDA Legislative Liaison to set appointments
Get out in front of recent and future damaging publicity with legislators and remind them of the benefits of economic development		VEDA PR Firm; VEDA Executive Director; VEDA Executive Committee
Invite legislators to VEDA events in their region		VEDA Executive Director VEDA Legislative Liaison

VEDA ECONOMIC DEVELOPMENT DAY - *The VEDA Economic Development Day Committee plans and implements the annual ED Day @ the General Assembly. The committee is responsible for securing regional teams; coordinating the teams; and overseeing other details for the event.*

VEDA DAY CO-CHAIRS: David Manley, Joint IDA of Wythe County and Ryan Touhill, Alexandria Economic Development Partnership

ACTIONS	TIMELINE	RESPONSIBLE
Recruit early to ensure company participation. Have local economic developers assist in recruiting companies that have received incentives.	September 2019- December 2019	VEDA Day @ the General Assembly Co-Chairs
Explore having company participation agreement in local performance agreement		VEDA Day @ the General Assembly Co-Chairs

VEDA LEGISLATIVE RECEPTION

Secure facility for second Monday in Jan 2020		VEDA Staff
Keep program/timeline the same		VEDA Staff

LEGISLATOR OF THE YEAR AWARD - *The VEDA Legislator of the Year Award Committee coordinates the selection process and ultimate presentation of the Legislator of the Year annually. The Award is presented at the VEDA Legislative Reception.*

LEGISLATOR OF THE YEAR CHAIR: Patrick Barker, Frederick County Economic Development Authority

LEGISLATOR OF THE YEAR VICE-CHAIR: Garrett Hart, Chesterfield County Economic Development

ACTIONS	TIMELINE	RESPONSIBLE
Collect nominations	Sept-Oct	VEDA Staff
Select recipient (note: no barrier to selecting a former recipient) Consider a body of work as well as current year activities	November 2019	LOTY Committee
Present award	January 13, 2020	VEDA President

CARDINAL COUNCIL/AWARD - *The VEDA Cardinal Council is comprised of former Cardinal recipients. The Cardinal Council collects nominations and chooses the Cardinal recipient as appropriate. The Cardinal Council is also responsible for the Cardinal Community Assistance Program to assist communities facing extraordinary economic needs, review their options and initiate a development strategy.*

CARDINAL COUNCIL CHAIR: Gary McLaren

CCAP CHAIR: Elizabeth J. Moran, Virginia Community College System

ACTIONS	TIMELINE	RESPONSIBLE
Collect nominations	May – June 2020	VEDA Staff
Select recipient(s)	July – August 2020	Cardinal Council
Present award(s) at Fall Conference	September 18, 2020	Gary McLaren, Cardinal Council Chair

CARDINAL COMMUNITY ASSISTANCE PROGRAM (CCAP)

Revise the application and acceptance process for CCAP submissions (include the VEDA Board as part of the process; set a min/max number of applications/projects per year)	Ongoing	VEDA Staff VEDA CCAP Chair
Create standardized template for the final report	Complete by 2 nd Quarter of 2020	VEDA Staff
Collect testimonials/case studies – pre and post CCAP visit	Ongoing	VEDA Staff VEDA CCAP Chair
Create a mechanism to involve other VEDA members when specialized assistance is needed.	Ongoing	VEDA Staff VEDA CCAP Chair

COMMUNITY ECONOMIC DEVELOPMENT AWARDS - *The VEDA Community Economic Development Awards Committee (CEDA) coordinates the selection process and ultimate presentation of the Community Economic Development Awards at the Spring Conference annually.*

CEDA CHAIR: Traci Blido, Bedford County Economic Development

CEDA VICE-CHAIR: Jenny Carter, Virginia Community College System

ACTIONS	TIMELINE	RESPONSIBLE
Create spotlight opportunities for winners throughout the year at conferences	Ongoing	CEDA Chair and Vice Chair VEDA Staff
Explore the creation of a standardized slide show to promote the winners in different circumstances	Complete by 2 nd Quarter of 2020	CEDA Chair and Vice Chair VEDA Staff

PROFESSIONAL DEVELOPMENT - *The VEDA Professional Development Committee focuses on issues and tasks related to furthering members' economic development professional training efforts. The committee oversees the Scholarship process, collecting scholarship applications and making recommendations for scholarship recipients. This committee is responsible for exploring opportunities for professional development training in conjunction with existing VEDA meetings.*

PROFESSIONAL DEVELOPMENT CHAIR: Christina Winn, Prince William County Economic Development

PROFESSIONAL DEVELOPMENT VICE-CHAIR: Voncile Gilbreath, Greater Williamsburg Partnership

ACTIONS	TIMELINE	RESPONSIBLE
Explore conducting a Phase II (Project Mngmnt/ Lead Conversion) workshop with Carol Johnson	Finalize plan by end of 1 st Quarter of 2020	Prof Dev Chair and Vice Chair VEDA Staff
Explore conducting an intensive media training workshop	Finalize plan by end of 1 st Quarter of 2020	Prof Dev Chair and Vice Chair VEDA Staff
CEcD Certification: conduct a webinar/ conf call to answer questions about certification	Finalize plan by end of 1 st Quarter of 2020	Prof Dev Chair and Vice Chair VEDA Staff

SCHOLARSHIPS

Collect applications	Deadline: 01/24/20	VEDA Staff
Select recipients	February 2020	Prof Dev Committee
Notify recipients	February 2020	VEDA Staff

PROGRAMMING - *The VEDA Program Committee creates the content and themes for VEDA's conferences and meetings (Spring Conference, Fall Conference, Membership Meetings) to ensure consistency of message across programs. Under the auspices of the Program Committee individual meeting chairs work to deliver the Spring Conference, Fall Conference and the Summer and Winter Membership Meetings annually.*

PROGRAM CHAIR: Gregory Hitchin, City of Waynesboro Economic Development
PROGRAM VICE-CHAIR: Lori Melancon, Virginia Economic Development Partnership

ACTIONS	TIMELINE	RESPONSIBLE
Change structure and function of Program Committee to include: two co-chairs and the VEDA Immediate Past President; the Program Committee sets the theme and decides on the content for the individual meetings	Ongoing	VEDA Program Committee VEDA Staff
Survey membership on what they would like to see as content for meetings	Survey questions complete by end of 1 st Quarter of 2020	VEDA Program Committee VEDA Staff
Continue LEDO and REDO meetings with VEDP at conferences and membership meetings	Conferences and Membership Meetings	VEDP Staff VEDA Staff

SPRING CONFERENCE, FALL CONFERENCE, SUMMER MEMBERSHIP MEETING and WINTER MEMBERSHIP MEETING. SPONSORSHIP

SPRING CONFERENCE CO-CHAIRS:
 Heather Fay, Botetourt County Economic Development
 Jill Loope, Roanoke County Economic Development
MEMBERSHIP MEETINGS (Summer & Winter) CO-CHAIRS:
 Patrick Barker, Frederick County Economic Development Authority
 Travis Carter, Shenandoah Valley Partnership
FALL CONFERENCE CO-CHAIRS:
 Chris Gullickson, The Port of Virginia
 Amy Jordan, Hampton Roads Economic Development Alliance
SPONSORSHIP CO-CHAIRS:
 Russell Young, The Port of Virginia
 Paul Bryan, Froehling & Robertson

ACTIONS	TIMELINE	RESPONSIBLE
Review sponsorship levels for possible increases/changes	November 2019	VEDA Sponsorship Committee VEDA Staff
Ask cities/CVBs to sponsor	Ongoing	VEDA Sponsorship Committee
Consider new sponsorships: Lanyard Sponsor; Video/Post-Production Sponsor; Lunch Sponsor, etc.	Ongoing	VEDA Sponsorship Committee
Local conference/meeting committee to focus on activities and logistics, generating ideas for outstanding participant experience	Ongoing	Conference/Meeting Committee

COMMUNICATIONS - *The VEDA Communications Committee focuses on VEDA's external communications and makes recommendations to the Board of Directors.*

COMMUNICATIONS CHAIR: Steve Cook, Hampton Roads Workforce Council
COMMUNICATIONS VICE-CHAIR: Rick Whittington, Whittington Consulting

ACTIONS	TIMELINE	RESPONSIBLE
Develop a communications toolbox for membership to utilize. Toolbox will include access to the VEDA editorial calendar (which will include more stories related to members), social media assets, talking points, presentation on economic development	Complete by 2 nd Quarter of 2020	Communications Committee
Present at a conference how to access and utilize the communications toolbox	Fall Conference	Communications Committee
Update the VEDA Communications Plan	Complete by 3 rd Quarter of 2020	Communications Committee VEDA PR Firm

MEMBERSHIP - *The VEDA Membership Committee encourages and promotes membership in VEDA and reviews and recommends applications for membership as provided by the bylaws. The Membership Committee will manage the Mentor on Call program intended to connect seasoned economic developers with young professionals and members new to Virginia for networking and mentorship purposes.*

MEMBERSHIP CHAIR: Linda Green, Southern Virginia Regional Alliance
MEMBERSHIP VICE-CHAIR: Marian Marquez, Arlington Economic Development

ACTIONS	TIMELINE	RESPONSIBLE
Focused membership recruitment in targeted area of Northern Virginia	Ongoing	Membership Committee
Personal outreach by region to new members and potential members	Ongoing	Membership Committee
Focused membership recruitment in interest groups, like Main Street	Ongoing	Membership Committee
Regional mixers	TBD	Membership Committee

MENTOR ON CALL

PR push with mentor profiles. Add to editorial calendar.	Finalize plan by end of 2 nd Quarter of 2020	Membership Committee
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YOUNG PROFESSIONALS - *The VEDA Young Professionals Committee works with VEDA committees to include opportunities for young (40 and under) professionals across VEDA's Program of Work*

YOUNG PROFESSIONALS CHAIR: Courtland Robinson, Virginia Economic Development Partnership
YOUNG PROFESSIONALS VICE-CHAIR: Gizelle Siapno, Virginia Economic Development Partnership

ACTIONS	TIMELINE	RESPONSIBLE
Survey membership to develop clarity of message	Finalize plan by end of 1 st Quarter of 2020	YP Planning Committee
Make maximum age 40 to join the YP Group	Complete	Complete
Standardize and plan events	Finalize plan by end of 1 st Quarter of 2020	