

Virginia Port Authority Board of Commissioners
Marketing/Business Development Committee Meeting
September 27, 2011

Open Session Minutes

Committee Members Present:

Jennifer D. Aument, Chair
Scott R. Bergeron, Vice Chair
James M. Boyd
Juliann J. Clemente
Jeffrey D. Wassmer
Ting Xu

Staff:

Jerry A. Bridges, Executive Director
J. J. Keever, Senior Deputy Executive Director, External Affairs
Rodney W. Oliver, Deputy Executive Director and CFO
Jeffrey A. Florin, Deputy Executive Director, Operations and COO
Russell J. Held, Deputy Executive Director, Development
Nina Malone, Director, Business Analysis & Strategy
Carla Welsh, Public Relations Program Manager
Debra J. McNulty, Clerk to the Board

Guests:

David Tyeryar, Deputy Secretary of Transportation and CFO
Jeffrey R. Allen, Assistant Attorney General
Joseph A. Dorto, President and CEO, VIT
Thomas Capozzi, Vice President, Global Sales and Customer Service, VIT

Pursuant to call by Ms. Aument, the Marketing/Business Development Committee convened an open session on this date at 10:10 a.m., in the Authority's Conference Room, 600 World Trade Center, Norfolk, Virginia. The following item was presented in open session:

1. Overview of VIT Marketing/Sales and VPA Development Personnel and Division of Responsibilities

Mr. Held explained that he was presented with a comprehensive list of topics that were suggested for the Marketing/Business Development Committee meeting and he reported that his staff provided as much information as they could on the confidential intranet site. The Committee agreed that the intranet site was a good method for viewing confidential materials and no one had problems accessing the documents.

Mr. Held reported that the following documents were uploaded to the confidential site and were also provided in the agenda folder:

- Budget information
- Proposed conference calendar and exhibit schedules
- Economic Development strategic plan

- Media plan
- Panama Canal MOU

Mr. Held announced that today's open session portion of the meeting would involve an overview of VIT Marketing and Sales, VPA Development personnel, and division of responsibilities between the two entities.

Mr. Held presented the Development Division's organization chart and reviewed each of the responsibilities within the departments. He explained that his division is responsible for growing port business either by supporting VIT Sales and Marketing or supporting outside public agencies and private companies. Mr. Held explained how his division has formed relationships with area developers, real estate brokers and site selection people.

Mr. Held reviewed some of the challenges and immediate goals for Development and he mentioned some of the conferences that have enabled his people to connect with individuals who are instrumental in the business.

Mr. Held reported that VPA is the lead agency for the Governor's Transportation Conference that is scheduled for December 7-10 this year in Norfolk. Over 600 people are expected to attend. He explained how successful the television advertisements were in promoting the Heartland Corridor. Mr. Held introduced Carla Welsh who is now in charge of VPA's advertising program.

Mr. Held talked about Kevin Burwell's efforts with the Foreign Trade Zones program as Director of FTZ for the Authority and that Mr. Burwell also serves on the board of the National Alliance of FTZs. He reported that VPA is receiving a lot of exposure with FTZ when speaking with site selection people, shippers, etc. Mr. Held reported that VPA has also educated VIT Sales and Marketing staff on FTZs as well as economic development representatives. Mr. Dorto mentioned a meeting he had with Stihl and that they had indicated that the FTZ was a key factor in their decision to expand their facility.

Mr. Held announced that Nina Malone was promoted to Director of Business Analysis & Strategy and that her department produces about 240 reports per year in support of the VIT sales staff. He also explained how data is shared between VPA and VIT and some of the projects that her department is currently working on.

Mr. Capozzi explained the NAVIS system and he also presented the VIT Sales and Marketing organization chart and territories and responsibilities for each member of the staff. He reported that NAVIS is the largest supplier of terminal operator systems in the world.

Ms. Aument asked if VPA and VIT had any influence on the supply chain. Mr. Capozzi explained how both organizations work together on incentives and he explained how costs are negotiated with the ship lines. Mr. Dorto added that rail rates can be negotiated and, for example, he mentioned the NIT rail operation which has a rail rate agreement in place. He also talked about VIT's flexibility with customers and explained how VIT accommodated poultry shipments with bigger chassis in order to avoid losing the business.

At 8:45 a.m., Ms. Clemente presented a motion, seconded by Mr. Bergeron, that the Marketing/Business Development Committee convene a closed session under the Virginia Freedom of Information Act to for the purpose of discussing confidential strategic planning, competitive market research, development of metrics, and key market performance indicators, in accordance with § 2.2-3711(A)(5), "...Discussion concerning a prospective business or industry or the expansion of an existing business or industry where no previous announcement has been made of the business' or industry's interest in locating or expanding its facilities in the community"; and the discussion of certain proprietary information in accordance with the Virginia Freedom of Information Act, §2.2-3711(A)(38), and §62.1-132.4 of the Code of Virginia

At 10:05 a.m., by motion proposed, seconded and carried, the meeting resumed in open session and the following resolution was read by Ms. Clemente and seconded by Mr. Wassmer:

"Whereas, the Virginia Port Authority Marketing/Business Development Committee had convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of The Virginia Freedom of Information Act; and

Whereas, Section 2.2-3712 of the Code of Virginia requires a certification by the Marketing/Business Development Committee members that such closed meeting was conducted in conformity with Virginia law;

Now, therefore be it resolved, that the Marketing/Business Development Committee hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the Committee."

The resolution passed by a roll call vote of the Committee members as follows:

Ayes:

Ms. Aument
Mr. Bergeron
Mr. Boyd
Ms. Clemente
Mr. Wassmer
Ms. Xu

There were no public comments. The meeting adjourned at 10:06 a.m.

Respectfully submitted,

Debra J. McNulty
Clerk to the Board