

**Virginia Port Authority Board of Commissioners**  
**Marketing/Business Development Committee Meeting**  
**November 22, 2011**

Open Session Minutes

Committee Members Present:

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

Commissioners Present:

James M. Boyd, VPA Vice Chair

Staff:

Jerry A. Bridges, Executive Director  
J. J. Keever, Senior Deputy Executive Director, External Affairs  
Russell Held, Deputy Executive Director, Development  
Nina Malone, Director, Business Analysis & Strategy  
Carla Welsh, Manager, Creative Services  
Debra J. McNulty, Clerk to the Board

Guests:

Jeffrey R. Allen, Assistant Attorney General  
Stephen Edwards, R. K. Johns & Associates  
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 2:55 p.m., in the Authority's Conference Room, 600 World Trade Center, Norfolk, Virginia.

The following item was presented in open session:

1. VPA Interaction with Economic Development Agencies

Ms. Aument announced that she had asked Mr. Held to report on VPA's involvement with economic development agencies. She advised that it was a good time with the new leadership at Virginia Economic Development Partnership (VDEP) to look for ways that the Marketing/Business Development Committee can help VPA and VDEP in their marketing efforts.

Mr. Held explained that VPA is the economic engine, not an economic agency, and that there have been improved relationships with economic development agencies than in years past. He talked about some of the areas that VDEP covers and he explained that VPA assists their agency with economic development announcements and assists with making some of the deals that are port-related.

Mr. Held mentioned the Hampton Roads Economic Development Authority (HREDA) and how VPA interacts with them on marketing efforts. He reported on the conference he attended in New York last week and that the biggest gain from that event was meeting site selection consultants and being able to work with them. He explained how VPA also works with the smaller localities and economic development groups.

Mr. Held also noted the importance of the Governor's Economic Opportunity Fund which provides incentives for companies to relocate to Virginia. He talked about the expansion and growth in Isle of Wight with the creation of the Shirley T. Holland Distribution Center, and the CenterPoint site in Suffolk.

Ms. Aument advised that now is a good time to discuss all this with the new Executive Director of VDEP, Mr. Martin Briley, when he visits VPA at the January 24<sup>th</sup> board meeting. She also mentioned the importance of having VDEP's support for VPA's legislative package with regard to the incentive plans.

Mr. Held advised that it is extremely important to have more cohesiveness in Virginia with all parties involved in order to bring business to the Commonwealth.

Mr. Boyd said it was important to have a "turn key" package developed in order to have all parties together to bring in people who are decision-makers in order to attract the business. He agreed with Mr. Held's suggestion to expand VPA's outreach to manufacturing. Ms. Aument said there needed to be a clear understanding of a strategic approach.

Mr. Wassmer agreed and said this was a good opportunity to have everyone get together to capture business. Mr. Dorto explained how the agencies needed a whole marketing package to get companies to come here. Ms. Xu emphasized the need for more manufacturing companies and she talked about China's increasing labor costs that may bring back manufacturing business to the U.S.

Mr. Bergeron reported that he and Ms. Aument met Mr. Briley in Richmond after the October 24<sup>th</sup> VPA Board meeting and he agreed that now is the time to get both organizations to work together and "get on the same page".

Mr. Wassmer suggested that the Marketing/Business Development Committee and VDEP form a task force. Everyone agreed with Mr. Wassmer's plan.

Mr. Boyd said the single, biggest focus for the VPA is to make this port grow and the way to do that is to bring new business to Virginia and help existing companies grow. He emphasized that the Governor is looking to the VPA Board to show some results for this Administration.

Mr. Held reported that Mr. Briley was going to meet at VPA on Friday, December 2<sup>nd</sup>, and, at the suggestion of Mr. Held, Mr. Boyd and Mr. Wassmer both agreed to attend the meeting. Ms. Aument advised that a further plan needed to be developed at the January board meeting. She said she would like to be able to publicly announce the formation of a Task Force at that meeting.

Mr. Wassmer referred to Mr. Moye's concerns that he expressed in the public session held earlier.

Mr. Bridges advised that there is a tremendous opportunity for VPA and VDEP to develop a marketing plan that would be important to the port and to the development of business in the Commonwealth. Mr. Bridges confirmed that Mr. Briley is also in agreement that more needs to be done.

Mr. Dorto talked about the importance of incentivizing cargo and possibly using the Governor's Opportunity Trust Fund.

**Action Item:** Mr. Boyd and Mr. Wassmer agreed to work together with VDEP on December 2, 2011, on a proposal and have some concrete items for the formation of a Task Force.

At 3:45 p.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 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 §2.2-3711(A)(38), and §62.1-132.4 of the Code of Virginia

At 5:05 p.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. Bergeron:

*"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: 4 (Aument, Bergeron, Clemente, Wassmer)

Nays: 0

Absent During Vote: 1 (Xu)

Absent During Meeting: 0

There were no public comments. The meeting adjourned at 5:06 p.m.

Respectfully submitted,

Debra J. McNulty  
Clerk to the Board