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| **A green and purple logo  AI-generated content may be incorrect. Growth & Diversification Committee Meeting (04/04/2025)** |

 |
| In attendance: Ed Daley, Bruce Simms, Alison Varner-Denbigh, Ann Cundy, and Jeremy CruteAbsent: Randy Doyle and Greg Hitchen (both in conferences), John Graves and Dave Urso |  |
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| **Next steps** |
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| • Alison to reach out to Cynthia at Top of Virginia Chamber regarding their manufacturing focus group and potential collaboration. |
| • Alison to contact Courtney about organizing a manufacturing focus group for the Central and Southern regions. |
| • Jeremy to send Alison the email template explaining focus group responsibilities and co-host duties. |
| • Jeremy to share the spreadsheet of identified businesses with Alison. |
| • Alison to identify and contact Regional Council members to be co-hosts for each focus group by Wednesday/Thursday. |
| • Alison to send out meeting notes from today's discussion to the G&D Committee. |
| • Ann to craft a summary email for the rest of the G&D Committee once she receives the AI-generated meeting summary from Alison. |
| • Alison to research energy-related projects in other Go Virginia regions and report back to the committee. |
| • Alison to propose potential dates for a special meeting to discuss focus group structure with G&D Committee members and selected Regional Council co-hosts. |
| • Jeremy and Ann to create a schedule for focus groups targeting the latter half of April. |
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| **Survey Results and Targeted Industries Discussion** |
| The committee discusses the results of a recent survey on investment priorities and targeted industries for Region 8. Jeremy presents the survey findings, which confirm that the previously identified targeted industries are still relevant. The committee debates whether to add energy as a new targeted industry, with Alison suggesting they need more information on how it fits with Go Virginia's parameters. They consider dropping professional and business services as a targeted industry and potentially replacing it with energy. Alison will research how other regions have handled energy projects. The committee agrees to keep the current targeted industries for now, with the possibility of noting energy as an area of interest in the plan. They also discuss the upcoming focus groups and review a list of potential participants, making some adjustments to ensure proper industry representation. |
| **Organizing Focus Groups for Growth** |
| The committee discusses plans for organizing focus groups as part of their growth and diversification efforts. They decide to create a list of potential participants, identify co-hosts from both the Growth and Diversification Committee and Regional Council, and set up a schedule for the focus groups to take place in late April. Alison will reach out to potential co-hosts and coordinate schedules, aiming to have dates set by the end of the week. The group also discusses the need to send out invitations to businesses and prepare materials explaining the focus group process and co-host responsibilities. |
| **Upcoming Meetings and Focus Groups** |
| The group discusses plans for upcoming meetings and focus groups. Alison proposes a special meeting to explain the structure of the focus groups once dates are set and co-hosts are confirmed, including the Regional Council. Ed Daley suggests scheduling something for the week of the 14th to 18th, ahead of the full Go Virginia meeting on the 22nd. Ann requests that Alison send her the AI-generated summary of the meeting so she can craft a comprehensive summary email for the G&D Committee. Alison agrees to send out potential dates and times to accommodate all G&D Committee members and regional council co-hosts. |