

# **AGENDA**

## **RRPDC Executive Committee**

**October 11, 2018**  
**8:15 a.m.**

The Executive Committee meeting will convene in the RRPDC Board Room.

### **Call to Order**

### **Certification of a Quorum**

- 1. Minutes for the September 13, 2018 Meeting – Patricia Paige (Tab 1)**
- 2. Chair’s Report – Cynthia Newbille**
  - a. Action Item: Motion to forward Resolution of Appreciation for Outgoing Member to the Commission (included on Consent Agenda in full RRPDC Agenda Packet under Tab 3).**
  - b. Discussion Item: Review of Committee membership and status.**
- 3. Executive Director’s Report – Martha Shickle**
  - a. Action Item: Motion to forward Recommendation of Approval of a new staff position to the Commission (included in full RRPDC Agenda Packet under Tab 4).**
  - b. Discussion Item: Staff Engagement Survey (handout to be provided at the meeting)**
- 4. Other Business**
- 5. Adjourn**



**RRPDC EXECUTIVE COMMITTEE**  
**Minutes of Meeting**  
**September 13, 2018**

**Members Present**

Dorothy Jaeckle ..... Chesterfield County  
Tyrone Nelson, Vice Chair ..... Henrico County  
Cynthia Newbille, Chair ..... City of Richmond  
Larry Nordvig ..... Powhatan County  
George Spagna, Treasurer..... Town of Ashland

**Others Present**

Eric Gregory..... RRPDC Legal Counsel  
Jill Swinger ..... Warren Whitney

**Staff Present**

Martha Shickle ..... Executive Director  
Julie Fry ..... Executive Assistant  
Katherine Busser ..... RRPDC Consultant  
Sarah Rhodes ..... Principal Planner  
Brenda Stone-Cannaday..... HR Coordinator

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**NOTE:** The recording device did not function properly. Minutes for this meeting are written based on staff notes.

**Call to Order**

Chairwoman Newbille called the regularly scheduled September 13, 2018, RRPDC Executive Committee meeting to order at approximately 8:20 a.m. in the RRPDC Board Room.

**Quorum**

Ms. Shickle, Executive Director, reported that a quorum of members was not present at this time. Chairwoman Newbille indicated members will take up items on the agenda that do not require action until such time that a quorum is reached.

**1. Minutes for the June 14, 2018 Meeting (Item bypassed until quorum reached)**

**2. Chair’s Report**

- a. Resolutions of Appreciation (Item bypassed until quorum is reached)

b. FY 2019 Committee Structure

Chairwoman Newbille reported that in the full RRPDC Board Agenda Packet, under Tab 5, there is information detailing the proposed committee structure for FY19. She said it is being proposed that the Executive Committee be maintained as a Standing Committee as required in the RRPDC Bylaws. It is also being proposed that three additional Standing Committees be created:

1. Audit/Finance/Facilities: strategic focus on financial management, performance, and controls for the organization
2. Operations: strategic focus on overall execution of the Strategic Plan
3. Public Engagement: strategic focus on broadening public participation and engagement, equity, and inclusiveness of the organization

All of the committees will be aligned with the focus areas that are included in the Strategic Plan.

Ms. Jaeckle asked if the three new committees will be subcommittees under the Executive Committee. Chairwoman Newbille said it is being proposed that there will be four distinct Standing Committees. Each one will be asked to develop its own charter and strategies. She said it is being proposed that a member of the Executive Committee chair one of the new committees.

Ms. Shickle added that the new committees will help engage the full Board with the Strategic Plan. The Bylaws also call for a Charter and Bylaws Committee; however, that Standing Committee has always included the same membership as the Executive Committee. It is being proposed that these two committees be combined into one.

Mr. Nordvig asked when the committees would be expected to meet. Ms. Shickle said all of the new committees will be considered Standing Committees and will be asked to set meeting schedules in their charters.

Mr. Nordvig pointed out that members already have other meeting commitments, so he was glad to hear that the committees could set their own schedules and agendas. He said he did not want to establish these new committees if there was a chance that interest and attendance would fall off over time.

Ms. Jaeckle asked why Executive Committee members should be asked to chair the committees. She asked if members of the full Board could be brought in to participate. Chairwoman Newbille said she would be open to that suggestion, but the Executive Committee has been more engaged in the strategic planning process than members of the full Board.

Ms. Jaeckle said she felt engagement of the full Board would strengthen the process. She said the RRPDC's Future Ad Hoc Committee had benefited by having a group comprised of both Executive Committee and full Board members.

Chairwoman Newbille said she would like for a member of the Executive Committee to chair each of the new committees.

Dr. Spagna said the proposed committee structure made sense, but he didn't want them to become non-functioning committees.

Chairwoman Newbille said she thought each committee would meet more frequently to begin as members will be developing a charter and identifying courses of action.

Mr. Nordvig asked Ms. Shickle how she envisioned the committees with regard to schedules. Ms. Shickle said she thought the Finance Committee should meet quarterly, to assist with budget development in the fall and spring and to assist with policy development. The Operations Committee may meet less frequently but will need to develop ways to engage with stakeholders. The Public Outreach Committee will be involved in several activities including Title VI compliance. She said each committee will have different ideas about meeting agendas and what staff can be authorized to do.

Mr. Nordvig said he thought quarterly meetings to begin with was a good idea and then the committees could meet as needed. He said he thought it would be a good idea to hold meetings when they could follow the full Board meetings. This is when the RRPDC's Future Ad Hoc Committee met.

Chairman Newbille said having committees meet after the full Board meetings was a good suggestion. Ms. Shickle added that a rolling schedule could be developed that will make it easier for staff to offer support. She said when the full Board does not meet, one of the other committees could meet in that time slot.

Chairman Newbille thanked members for their feedback and recommendations. She said members should contact Ms. Shickle to let her know their preference for chairing one of the new committees.

d. National Association of Development Organizations (NADO)

Ms. Shickle reported that information on NADO's fall conference is in the agenda packet under Tab 2. During the meeting, RRPDC will be recognized with two NADO Innovation Awards. Barbara Jacocks submitted an application related to the work done by RRPDC in helping to set stop locations along the BRT Pulse route. Katie Moody submitted an application related to the Central Virginia Emergency Management Alliance (CVEMA) Survivor Day 10th Anniversary event.

Chairwoman Newbille asked members to contact Ms. Shickle if they are interested in attending any portion of the conference.

[Correction: After adjournment of the meeting, information was received to clarify that the Pulse Corridor Plan was not completed to determine where stops (or stations) were to be located, but to lay the groundwork for Transit-Oriented Development (TOD) approaches for

land use and connectivity around the stations whose locations had already been determined along the spine.]

### **3. Executive Director's Report**

Ms. Shickle introduced Jill Swinger, with Warren Whitney, who has been working with the agency for the past several months to help develop and implement financial policies and processes that are more efficient and offer better transparency. She assisted in preparations for the FY18 audit, which was completed in August.

Chairwoman Newbille said in the interest of time, she will ask that a more detailed discussion on the change in format of the financial report be held until the full Board meeting. It is included on the full RRPDC Board agenda under New Business as Item II. A.

Chairwoman Newbille noted that as a quorum is now in attendance, she would like to take up action items on the agenda that had been bypassed.

#### **1. Minutes for the July 12, 2018 Meeting (Item bypassed until quorum reached)**

Chairwoman Newbille asked if there was a motion to approve the minutes of the July 12, 2018 Executive Committee meeting as presented. Dr. Spagna so moved and the motion was seconded by Mr. Nelson. There was no additional discussion and the motion carried unanimously.

#### **2. Chair's Report (consideration of items bypassed until quorum reached)**

##### **a. Resolutions of Appreciation**

Chairwoman Newbille asked if there was a motion to recommend the Resolutions of Appreciation to outgoing members, as included in the full RRPDC agenda packet under Tab 3, to the full Board for consideration and action during this morning's meeting. Mr. Nelson so moved and the motion was seconded by Dr. Spagna. There was no additional discussion and the motion carried unanimously.

##### **c. Motion to direct staff to review Charter and Bylaws with legal counsel and local government Chief Administrative Officers and Managers for recommendations and updates**

Chairman Newbille asked if there were any questions regarding this item. No questions were raised. Mr. Nordvig made a motion that staff be authorized to review the Charter and Bylaws with legal counsel and local government Chief Administrative Officers and Managers for recommendations and updates. Mr. Nelson seconded the motion. There was no discussion and the motion carried unanimously.

#### 4. Other Business

##### a. RRPDC Brand Identity Presentation

Chairwoman Newbille said staff from West Cary Group will provide an overview of the presentation they will give to members of the full Board during this morning's meeting.

Blair Keeley introduced himself as well as Dawn Werry and John Taylor. Mr. Keeley said they have been working with staff and other stakeholders to develop a new branding identity that will support the RRPDC's strategic planning process.

Mr. Keeley reviewed the process used by West Cary Group (WCG), which included becoming familiar with the RRPDC's new strategic vision. He noted that the process included four stages – brand research and development; brand ID development; website and collateral development; and outreach. Mr. Keeley provided examples of various logos used in the Richmond region.

Mr. Keeley said several names in both conservative/traditional and contemporary/progressive styles were identified and reviewed with RRPDC staff and other stakeholders. Those that garnered the most interest included Richmond Regional Alliance, ThriveRVA, PlanRVA, TogetherRVA, RVA+ / RVA Plus, and The RVAlliance. Of the different taglines that were presented, the one that was best liked was Greater Together.

Mr. Keeley provided examples of several designs using the different names, and he provided a list of takeaways from the various focus groups. Mr. Keeley then reviewed different designs using the PlanRVA name, showing how each can be adapted to incorporate the different focus areas of the strategic plan. Each focus area was assigned a different color.

Mr. Keeley said he'd stop at this point to see if there are any questions.

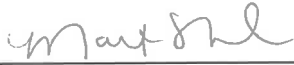
Chairwoman Newbille thanked Mr. Keely for his review and noted that WCG will be providing a more detailed review during the full RRPDC meeting. She asked if all questions could be held until that time.

##### b. Staff Engagement Survey

Ms. Shickle reported that following direction from the Executive Committee, a staff engagement survey was conducted last week. She said a summary of the results will be held until the next Executive Committee meeting.

## 5. Adjourn

As there was no additional business to bring before the Executive Committee, on motion duly made and seconded, Chairwoman Newbille adjourned the meeting at approximately 9:05 a.m.



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Martha Shickle  
Executive Director

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Cynthia Newbille  
Chair