



VIRGINIA ISRAEL ADVISORY BOARD

COMMONWEALTH OF VIRGINIA
OFFICE OF THE GENERAL ASSEMBLY

Virginia Israel Advisory Board

Office of the General Assembly

Minutes of the Board of Directors' Meeting

July 21, 2020 10:00 AM, Vanguard Research, Springfield, Virginia

Attended in Person: Mel Chaskin, Dov Hoch

Attended Via Conference Call: Irv Blank, Jeffery Brooke, Bob Budoff, Kaitlyn Cottingham, Don Ferguson, Vickey Fishman, Michael Gillette, Sophie Hoffman, Sam Kaufman, Chuck Lessin, Robin Mancoll, Tom McCracken, Jay Myerson, Bill Nusbaum, Aaron Roberts, Nathan Shor, Steven Skaist, Eitan Stern, Julie Strauss, David Tenzer, Steven Valdez, Steve Wendell

1. Mel Chaskin, Chairman, called the meeting to order at 10:03 AM.
2. Mel began by presenting the following: Due to the Governor's Declared State of Emergency due to COVID-19, it is impracticable and unsafe for the Virginia-Israel Advisory Board to assemble in a single location, so this meeting is being held electronically, pursuant to 2020 Amendments to the 2019 Appropriation Act. The purpose of the meeting is to discuss or transact the business statutorily required or necessary to continue operations of the VIAB and the discharge of its lawful purposes, duties, and responsibilities. The public is welcome to use the number (702) 721-5565, access code: 182346 to attend the meeting electronically. The VIAB will make available a recording or transcript of the meeting on its website in accordance with the timeframes established in Sections 2.2-3707 and 2.2-3701.1 of the Code of Virginia.
3. Motion made to approve the October 29th 2019 BOD Meeting Minutes. Minutes accepted by all attendees through a roll call.
4. Mel welcomed new board member Allison Lawrence appointed by the Virginia Senate.

5. Mel invited Dov Hoch to take the floor to update the Board on events that occurred since the previous meeting.
6. VIAB took Governor Northam on a trip to Israel on November 16-18th. It was a low-profile business trip. There were no announcements about the trip except for a statement published by the Governor's Office that the Israel Aircraft Industry, the largest defense supplier in Israel, opened a North American Headquarters in Dulles, Virginia. The trip was planned and closely coordinated with VEDP. Months of planning and weekly meetings with Senior VEDP personnel. Attendees on the trip included Governor Northam, Secretary of Commerce and Trade, Brian Ball, Secretary of Agriculture and Forestry, Bettina Ring, VEDP Senior Staff, Vince Barnett and Tom Scott; Chuck Lessin and Dov Hoch, and President and CEO of the Virginia Tourism Corporation, Rita McClenny. The Governor, since he has taken office, has travelled abroad three times. Two of those trips were to Europe, the third was to Israel and Dubai.
7. Chuck Lessin thanked VEDP for their planning. He said Dov has done excellent in developing a strong, grounded relationship with VEDP. There were three different types of companies they worked with, the first being retention. These companies included Energix and Oran Safety Glass. Next was existing leads like UBQ. Finally meeting with new leads like IAI who showed Israeli technology at its finest. Governor Northam was well received at all meetings from him being relatable. The trip was very successful and valuable.
8. Dov Hoch reported on a four-day business delegation to Virginia at the invitation of Governor Northam involving the Israeli Ministry of Defense who brought sixteen companies to Virginia in February for a six-city tour. The Delegation conducted 200 business to business and business to government meetings while here. The Governor received the Delegation, facilitated by Bill Nusbaum, in his office in Richmond. Ten Virginia organizations supported events vindicating VIAB as a peer and respected economic development partner. The delegation met with and was addressed by: Governor Northam, Brian Moran, Secretary of Homeland Security and Secretary of Commerce and Trade, Brian Ball, Mayors of Norfolk; Virginia Beach and Hampton, EDA's including a day in Fairfax County and the Hampton Roads Regional DA, VEDP, the Virginia Tourism Corporation. Virginia Tech and ODU hosted the delegation in Suffolk. The Delegation interfaced with close to one thousand people in their four-day

trip. There were significant partnerships developed that will expand workforce within existing Virginia companies.

9. Dov thanked sponsors, Williams Mullen and Scott Insurance, as well as, Board members Julie Strauss and Bill Nusbaum, for their help with the event.
10. VIAB had an Economic Impact Study conducted by third party researchers applying commonly accepted methodologies. Dov Hoch discussed company case studies that measured VIAB's economic impact and presented a case study on Oran Safety Glass which measured preceding 11 years of economic impact, as well as a model to measure future VIAB economic impact. The study and research were conducted by Professor Robert McNab of the Department of Economics at Old Dominion University. He is also the Director of the Dragas Center for Economic Analysis and Policy, as well as a Member of the Joint Advisory of Economists for Governor Northam, and a Member of the Survey of Professional Forecasters for the Federal Reserve Bank of Philadelphia. The study was conducted using commonly accepted methods and the most conservative assumptions allowed to ensure the outcomes were the universally comparable and at the extreme lower end of the allowable results
11. The case study conducted on Oran Safety Glass included 2009-2019. They made a four hundred-million-dollar contribution to the Virginia economy over the previous ten years. That is two thousand times the VIAB's annual budget, one hundred times the VIAB budget since inception, and is on-going for the foreseeable future.
12. VIAB Economic Impact Study on the Commonwealth revealed that it exceeds one billion dollars over the past ten years. That is one thousand times the annual VIAB budget, one hundred times the VIAB budget since inception, and it is on-going for the foreseeable future. During the next meeting, the ODU Professor McNab will present methodology and findings.
13. The VIAB, responding to the limitation of in person meetings, built an enhanced web-based partnering platform which allows Virginia and Israel companies to present their offerings and partnering criteria to each other in a secured section of the VIAB site.

14. VIAB exhibited at USA-Israel Business Summit in Tel Aviv in February.
15. The Taubam Museum of Art in Roanoke is planning an exhibit of 32 Israeli artists. Dov thanked Board Member David Tenzer for the association to the museum.
16. The Richmond Ballet expanded its Minds in Motion program in Israel and has a part-time staffer managing the programs. They are bringing Muslim and Jewish Israeli children together through ballet.
17. VIAB has been building relationships with Virginia Universities to have a Student Consulting Company that consults Israeli companies on making products right for the USA economy, product development, product marketing, and pricing/marketing research. The program is called TAMID which is active in fifty Universities. Last year, Tamid did a trial at the University of Virginia and now has a full program involving 30 students actively working with Israeli companies.
18. Eitan Stern questioned what data was inputted into the Oran Safety Glass case study and what economic impact it measured. Dov Hoch said: Professor McNab would present the models and methodology at the next board meeting. The key output we are citing is in terms of GDP.
19. Mel presented two FOIA requests that were received. Don Ferguson from the Attorney General's Office has been a great help in guiding responses and timing to the FOIA requests. One was from a reporter who requested all emails from several accounts of Mel Chaskin, Chuck Lessin, and Dov Hoch over the past seven years. After stating it would cost four thousand dollars for staff to extract, review and redact thousands of emails, he refined the request to about thirty-five emails from Chuck Lessin's email accounts. The other FOIA request was made by William Turner, who apparently submits thousands of random requests annually. This was turned over to the Department of Legislative Services (DLS) acting head of DLS Amigo Wade whose organization handled that request.
20. Julie Strauss recognized Dov and Chuck for their hard work with the Governor's trip to Israel. She also stated she would be available to help with any current or upcoming projects.

21. The next board meetings are scheduled for Thursday, November 19, 2020 and Tuesday, March 23, 2021.

22. Meeting was adjourned at 11:07 AM.