

VTCA ASSOCIATE LEADERSHIP COMMITTEE

March 29, 2023 / 3:30-5 PM

Spring Transportation Conference – Energy Room – The Main
Meeting Agenda

I. Administration

- Welcome Members and Guests; Antitrust Statement
- Approval of April 2022 Meeting Minutes

II. VTCA Business

- Legislative Update
- Membership Committee
- Board Seat
- Committee seats – Start date move to July 1 with other Leadership Committees.
- Committee Prospects
- Emerging Leaders Program

III. Continuing Business

- ALC Financials
- Trade and Technical Scholarship Subcommittee
- Workforce Development Task Force
- Materials Action Committee
 - Materials Industry Co-Op
 - Bolt Task Force
- Associates Marketing
 - VTCA Membership Committee – Eddie Gupton

IV. New Business

- Open

V. Next ALC Meeting

- October, 2023 –

VTCA ASSOCIATE LEADERSHIP COMMITTEE

April 13, 2022 / 3:30-5:00 PM

Spring Transportation Conference - Salon B – Embassy Suites

Meeting Minutes

Committee Members

<u>Name</u>	<u>Company</u>	<u>Present</u>	<u>Absent</u>
Tim Tharpe	J.R. Tharpe Trucking Co., Inc.		X
John Grantier	James River Equipment, Inc.	X	
Brett Marston (C)	Gentry Locke		X
Marie Derby	Argos – US		X
John Rainero	Permatile Concrete Products, Co.		X
Brian Thornburg	Austin Powder Co.		X
Ben Taylor	McCarthy Tire Service		X
Billy Robinson	Brown, Edwards & Company, LLP		X
Gerald McPeak (VC)	McPeak Supply, LLC	X	
Gene Drake	Concrete Pipe and Precast, LLC	X	
Dave Rooklin	Rooklin Enterprises Inc.	X	
Jason Babcock	Paschal Associates, LTD	X	
Alan Campoli	Respec		X
Adam Leigh	PSS-Innovations	X	
Eric Lammers	Rees Broome, PC	X	
Tommy Krome	James River Equipment, Inc.	X	
Michael Williams	Concrete Pipe and Precast, LLC	X	

Board Representatives

<u>Name</u>	<u>Company</u>	<u>Present</u>	<u>Absent</u>
Joe Kasimer	Rees Broome, PC	X	
Carena Fisher	McPeak Supply, LLC	X	

VTCA Staff

<u>Name</u>	<u>Role</u>	<u>Present</u>	<u>Absent</u>
Jon Harman	President		X
Gordon Dixon	Executive Vice President	X	
Jeff Bragdon	PM of Engineering Cons. & Associates	X	

ALC Guests

<u>Name</u>	<u>Company</u>	<u>Name</u>	<u>Company</u>
N/A	N/A		

Handouts:

- 1) N/A

Note: Action items or resolutions are shown in ***bold italics.***

I. Administration

1. Welcome Members and Guests; Antitrust Statement read by Jeff Bragdon
2. Approval of January Meeting Minutes

II. VTCA & Legislative Update

1. Legislative Update (Dixon)
2. Meetings
 - a. Bristol District Dialogue & Golf Event (5/2 & 5/3), Bristol
 - b. 2nd Annual Spring Scholarship Golf Challenge (5/12), Salem, Manassas, Williamsburg
 1. Still need volunteers for Salem
 - c. Annual Meeting (7/14/22-7/16/22), Virginia Beach
3. Emerging Leaders Program
 - a. 2-yr commitment
 1. Current class goes through to July, 2023
 - b. 3 individuals for each VTCA membership segment
 - c. Group meetings, with speakers
 - d. Participation in Annual and/or Winter Meetings with complimentary/ discounted registration
 - e. Attend other leadership committee meetings
 - f. Attend a Board Meeting
 - g. Networking opportunities
 - h. VTCA VP serves as the Peer Group Advisor (currently Bob Gallagher)

III. Continuing Business

1. ALC Financials
 - a. Current Balance: **\$37,387**
 - b. 2022 Voluntary Contributions to Scholarship (ASGCO, CP&P, McPeak Supply, P.D. Brooks, James River Equipment): **+\$1,950**
Anticipated Annual Stipend (\$25/83 Members): **+\$2,075**
 - c. 2022 Winter Meeting Door Prizes: **-\$1,250**
 - d. At last meeting Bragdon mentioned that over the past 4 years ~\$21k has been raised via voluntary scholarship contributions, and approximately **\$10k** has been paid out in scholarship offerings. Believes that at minimum, **\$11k** in the fund should be reserved for scholarships.

The Committee asked that VTCA be cautious and go back to years 5 and 6 to assure that we are reserving funds that were expressly reserved for scholarship disbursements.

Committee will then vote whether to create an additional fund to separate the two. Possibility of using General Funds for Associates Marketing Purposes?

Bragdon went back to look at years 5 & 6. In year 5, \$1,650 was raised, and \$1,250 was paid out to scholarships. In year 6, \$2,800 was raised, and \$3,250 was paid out to scholarships. Of those two years, the fund was \$50 in the black, and thus should not effect the previous statement at the January meeting, that a minimum of \$11k should be reserved for the scholarship fund of the total \$37,387 in the account.

2. Trade and Technical Scholarship Subcommittee (Joe, Billy, John, Gene)
 - a. The Committee met a couple of times, and ultimately made the following 2022 Scholarship improvements
 - i. Open the application process much earlier in the season, as to allow young folks to work on applications during the holiday break
 - ii. Push up the application due date, but allow for early applications as well
 - iii. Eliminate the requirement of applicants to be related to an employee of a VTCA member (although, higher scores may be earned for meeting this criteria)
 - iv. Better reach out to the trade schools/programs with the applications, to gain assistance from program directors in messaging to potential students
 1. Bragdon mentioned we need to do a better job with this moving forward.
 - b. Need to build a contact list for trade programs; ***Bragdon to get together with group to start building the list.*** Committee willing to call/contact schools to help gather support in the program.
 - c. 4 applications received this year
 - a. Carter Brockman – VT Building Construction
 - b. Jackson Brockman – New River CC Welding Technology
 - c. Jarrod Grogan – CVCC Lynchburg Civil Engineering Technology
 - a. Also applied to Engineering Scholarship, but was not eligible
 - d. Michael McDole – ODU Civil Engineering Technology Program
 - a. Also applied to Engineering Scholarship, but was not eligible
3. Workforce Development Task Force (Lorraine, Gene, Bethany, Vincent)
 - a. Virginia Infrastructure Academy
 - i. Entry level boot camp of less than 12 weeks to get people trained to enter the construction trades. VTCA is on an advisory committee developing the criteria and seeking funding. The program has received a \$400k grant for a pilot program for 2022-2023. The intent

is to have all Community Colleges offer the same program that students are eligible for FastForward and G3 programs/grants.

- b. Chartering of the VTCA Workforce Development Task Force
 - i. Comprised of a diverse group of professionals from each of the four membership segments (3-4 each group)
 - ii. Lorraine Taylor (Carter), Gene Drake (CP&P), Bethany Murphy (Scott Insurance), Vincent Powell (BTG) for the Associates
- 4. Associates Marketing (Brett, Joe, Gene, Billy, Alan, David)
 - a. Discussion as to how to reinvigorate the message that VTCA membership should look to support other members in their respective businesses, ie. Contractors to buy from fellow Associates members
 - b. Many ideas were developed at the October 21' Meeting
 - i. Create a rewards/awards program
 - ii. Highlight members (who support Associate members) within the BlueTop
 - iii. At VTCA Events
 - 1. Sponsor sign with all Associate member logos
 - 2. Meeting rooms sponsorship opportunities
 - 3. Hosting a reception/hospitality suite (likely @ the Transportation Conference)
 - iv. Clay Shoot being a great opportunity for Aggregate Centric members to sponsor/participate
 - v. Bowling event
 - c. Commissioned a group to focus on further developing ideas (Brett, Joe, Gene, Billy, Alan, David)
 - i. Allowing members to sponsor a zoom webinar (company blurb before the show)
 - ii. Provide logos of member companies in the online directory
 - iii. Allowing members to sponsor meetings, host a reception and/or hospitality suite
 - iv. Create a search on keywords in the online member directory (attorneys, insurance, pipe supply, etc.)
 - v. Social Media – 2 per week member spotlight
 - vi. Add a reception to a District Dialogue, hosted by a member
 - vii. Slides at meetings when door prizes are picked w/ all the Associate members at that given meeting
 - viii. Constant loop on conference monitors with each member company logo running constantly
 - ix. Discussion of BlueTop to include area for Associates to purchase to give member testimonials, etc.

- d. ALC discussed that it would be beneficial to spend down some of the excess funds in the operating fund to address these marketing needs.
 - e. One member discussed that it would help if VTCA send out a survey to the VTCA contractors to gain knowledge of which contractors are using an Associate Member(s)'s services or products
5. Materials Action Committee (Gerald, Adam, Derek, Hank)
- a. The VDOT Materials Group has had many personnel changes over the past few years, and much of the original customer service has been lost.
 - b. Contractors have a direct relationship with VDOT and the contract, so they are more intertwined with the decision making re: materials. Suppliers do not have the same luxury.
 - c. Our industry group met for the first time on 3/24 to brainstorm ideas
 - i. The old group used to meet on a quarterly basis, with ADA's and State Materials Engineer
 - ii. Every District seems to be competing with one another; there's no consistency
 - iii. When Larry Lundy and Richard Steele were running it for VDOT, the process was much smoother
 - iv. Each District is operating like its own DOT
 - v. Bragdon set a meeting with VDOT for 5/4 at 10AM
 - 1. Welcome & Introductions
 - 2. Quality Assurance Program
 - 3. C-25 Form
 - 4. Communications
 - 5. Current Pricing
 - 6. Next MAC Meeting - TBD

IV. New Business

- 1. Open

V. Next ALC Meeting

- 1. October, 2022 - TBD