

**Campbell County
Economic Development Commission/CEDS Committee**

August 18, 2011

The regular meeting of the Campbell County Economic Development Commission was held on Thursday, August 18, 2011 in the Campbell County Board Level Multi-use Room, Haberer Building, Rustburg, Virginia.

Members Present:

Mike Damron
Kyle Rosser
Jo Kelley
Charlene Thompson
Phyllis Campbell
Kevin Keys
Jo Ann Jordan

Valarie Younger
Bonnie Crews
Willie Thornhill
Linda Rodriguez
Deronda Brightwell
Patty Eller

Ex officio Present:

David Laurrell, County Administrator
Waverly Coggsdale, Altavista Town Manager
Russell Thurston, Brookneal Town Manager
Scott Hechler, Director of Public Safety
Edward Wildrick, Ret. Consultant

Also Present:

Mike Davidson, Director of Economic Development
Brandon S. Turner, Program Manager
Christy Holt, Administrative Assistant
Mark Thomas, Altavista Journal

Members Absent:

Lester Wooldridge, Chairman
William Calohan, III, Vice-Chairman
Herbert W. Guthrie
William R. Reeves, Jr.
Gary Cantwell
Heather Massie
Dale Moore

Barbara LaPrade
Richard Carroll
Doris Robinson
J.D. Puckett
Todd Scott
Sharon Brown

William Overacre
Scott Tweedy
Vance Driskill
Linda Gray
Ruth Pillow
Mark Younkin

// Mike Davidson called the meeting to order at 12:10 p.m.

// The July 28, 2011 minutes were presented for approval. There were corrections brought up to be made to the July Minutes. Upon a motion by Ms. Campbell, seconded by Ms. Crews, and duly adopted by unanimous vote of the members present, the July 28, 2011 Economic Development Commission meeting minutes were approved as corrected.

Matters from the Economic Development Director

Project Updates

// Mr. Davidson gave an overview of how the meeting would progress. He led the overview by going over the 2007 SWOT (Strengths, Weaknesses, Opportunities, & Threats) Analysis. He also reviewed the Regional CEDS Committee's SWOT Analysis key points from their draft for 2011. He wants the committee to be aware of those for extra input. He turned the meeting over to Mr. Turner to review the 2007 SWOT analysis.

// Mr. Turner reviewed 2007 data for the SWOT analysis. Committee members held discussion as to what priorities to remove add and interchange from the lists.

// Mr. Davidson reviewed the Region 2000 2011 CEDS project's SWOT analysis. Items on the regional CEDS project SWOT include climate, cost of living, outdoor recreation, crime rate, culture, workforce future and diversity, family oriented professionals, lack of younger professionals, transportation services, & education, etc.

// Mr. Davidson took suggestions for each section of the SWOT analysis to add, remove, or interchange on the lists. Following this listing, committee members were asked to prioritize the items under each SWOT category. Top concerns from the CEDS committee members are:

Strengths:

Renewable energy sources
Regional alliances
Healthcare network
Higher education & Workforce training
Public transportation

Opportunity:

Airports
Tourism
Senior Housing
Broadband
Industrial site upgrades

Weaknesses:

Emergency Services
Declining and aging population
Lack of modern Industrial Sites
Inadequate Broadband service
Housing- quality and quantity

Threats:

Political environment
Regional Competition
Lack of marketing
Aging workforce & lack of recruiting
Declining governmental resources

*These are just a few of the examples the committee wants to add to the analysis. Tallies and further objectives will be in attachment.

// **Attachment A:**
Regional CEDS committee SWOT Analysis

// **Attachment B:**
SWOT Analysis results, prioritized.

Matters from the County Administrator:

// No matters were discussed.

Matters from Commission Members:

// There were no further updates or questions from Commission Members.

// Following a general discussion of the aforementioned matters and with no other items presented for consideration, upon a motion by Ms. Campbell and seconded by Mr. Damron, the meeting adjourned at 1:35 p.m. The next meeting of the Joint EDC/CEDS Committee will be held on October 27, 2011 at 12:00 noon in the Multipurpose Room in basement of the Haberer Building.

DRAFT