

**Campbell County
Economic Commission
Comprehensive Economic Development Strategy Committee**

January 31, 2008

The regular meeting of the Campbell County Economic Development Commission was held on Thursday, January 31, 2008 in the Campbell County Historic Courthouse Conference Room, Rustburg, Virginia.

Members Present:

Lester Wooldridge
Gary Cantwell
William Calohan
Kyle Rosser
William Anderson
Herbert Guthrie
G. Michael Damron
William Overacre
Richard Carroll
Vance Driskill

Also Present:

J. Michael Davidson, Director, Economic Development
Rebecca Schwarz, Economic Development Administrative Assistant

Members Absent:

Scott Tweedy

Vice-Chairman Lester Wooldridge presided over the meeting. Mr. Wooldridge called the meeting to order at 12:11 pm.

// Mr. Wooldridge began the meeting by introducing and welcoming Richard Carroll to the Commission. He will be taking Richard Metz's place as the representative from the Concord district. Upon request, Mr. Carroll gave a brief overview of his background, and he expressed that he looks forward to serving on the Economic Development Commission.

// Next, Mr. Wooldridge asked if the Commission members had any changes or corrections for the October 18, 2007 meeting minutes. No changes or corrections were recommended. Upon a motion by Mr. Damron, seconded by Mr. Driskill, and duly adopted by unanimous vote, the October 18, 2007 Economic Development Commission meeting minutes were approved as read.

// Mr. Wooldridge turned to the next item on the agenda, the Election of Officers. Mr. Wooldridge noted that he has been standing in for Mr. Metz as Chairman since Mr. Metz moved to the Planning Commission. Mr. Wooldridge said that Mr. Davidson has asked him to serve as Chairman and William Calohan as Vice-Chairman. The floor was opened for nominations for the office of Chairman. Upon a motion by Mr. Damron, seconded by Mr. Anderson, and duly

adopted by unanimous vote, the Economic Development Commission elected Lester Wooldridge as Chairman for 2008.

// The floor was then opened for nominations for the office of Vice-Chairman. Upon a motion by Mr. Rosser, seconded by Mr. Cantwell, and duly adopted by unanimous vote, the Economic Development Commission elected William Calohan as Vice-Chairman for 2008.

Following the election of officers, Mr. Wooldridge turned the meeting over to Mr. Davidson.

Matters from the Director:

// Mr. Davidson commented that in October the Commission had a wonderful presentation on economic education in the schools. The Commission agreed to attend a School Board meeting to address the issue of economic education in the schools and to invite Ms. Cheryl Ayers from the Center for Economic Education to give a brief presentation on the issue. Mr. Davidson said that spring will be the best time to bring this issue to the School Board.

// Mr. Davidson moved to the next item on the agenda, the Project Updates. He opened the floor for any questions, comments, or other projects that Commission members would like to discuss. There were no items presented for discussion.

// Mr. Davidson decided to address the CEDS Priority Review prior to addressing the County Planning Process. Item number 9 on the CEDS Projects and Programs list is the Brookneal 501 Waterline Extension. That project was predicated upon an existing industry in the area that was interested in a potential expansion and the possibility of branching out into a different field. The industry was interested in bringing a bio-diesel refinery to Campbell County. However, the company has decided to no longer pursue this endeavor. Mr. Davidson explained that as a result, the Brookneal 501 Waterline Extension project will no longer be pursued, at least not at this time. Mr. Cantwell asked if it would be prudent to remove this project from the priority list in the CEDS Update 2007 document and replace it with another project. Mr. Davidson said that he would prefer to leave the project on the CEDS list for two reasons. First of all, if things change down the road, a couple years from now there is the possibility that the project might be re-started, and we would want the project still on the list if that were to happen. Second, to change the CEDS list of projects, the Commission would have to re-submit the CEDS document to the EDA and have the Board of Supervisors re-adopt the CEDS document. Therefore, it is best to leave the project as an idle project.

While discussing the CEDS project list, Mr. Damron updated the Commission on the status of the Sewer Extension project down Route 29 South. He reviewed the time table for the project and answered members' questions.

// Mr. Davidson next reviewed the County Planning Process. He gave an overview of how each step in the process is carried out and how it affects the work of the Economic Development Commission. He answered questions from the Commission members regarding the process.

Mr. Cantwell asked where our advertising budget stands. He said that during the CEDS planning process it was the sense of the Commission that we currently receive insufficient advertising funding for Economic Development. Mr. Davidson responded that the likelihood of a substantial increase in funding is virtually non-existent at this point in time. He explained the various reasons why. He did say, however, that we will ask for a few thousand more and hopefully build the budget gradually. Mr. Davidson also said that the Board of Supervisors has a lot of data telling it that attracting new businesses is not where our focus needs to be. Region 2000 places much

greater emphasis on existing businesses, both in regards to retention and expansion. We need to attract employees to the area much more than we need to attract employers. Therefore, from a business perspective, the Board of Supervisors does not necessarily feel that we need to be spending our resources trying to attract new businesses, but rather, we need to focus our efforts on workforce retention and growth. General discussion followed.

Mr. Davidson then showed the Commission how the FY 2009 Priorities and Initiatives for Economic Development correspond with the projects on the CEDS Update 2007 projects and programs list.

// Mr. Davidson said that at the next meeting he would like to discuss updating Campbell County's incentive policy. He would like to discuss possible changes to the policy and have it re-adopted in 2008, maybe 2009. General discussion followed.

// Mr. Davidson asked the EDC to review the contact list passed around. The members submitted to Ms. Schwarz for addition to the contact list their email addresses as well as any necessary changes.

Matters from Commission Members:

// At the October 2007 Commission meeting the Commission resolved to submit a statement of its position on economic education in the school system to both the Board of Supervisors and the School Board. Per that discussion, Mr. Cantwell wrote and submitted to the Commission a draft copy of this statement (see attached). The Commission reviewed the statement, and following much discussion, it was agreed to vote to adopt the statement and recommend it to the Board of Supervisors for adoption. Upon a motion by Mr. Calohan, seconded by Mr. Guthrie, and duly adopted by unanimous vote, the Commission voted to adopt the Economic Education EDC Position, present it to the Board of Supervisors, and recommend it for adoption. The Commission agreed that following adoption of the statement, it will present the statement to the School Board.

Following a general discussion of the aforementioned matters, and with no other items presented for consideration, upon a motion by Mr. Anderson, seconded by Mr. Overacre, and duly adopted by unanimous vote, the Economic Development Commission adjourned at 1:34 pm.

1/31/2008

K-12 Economic Education

Findings and Recommendations of the Campbell County Economic Development Commission

Commission Findings

It is the finding of the Commission that economic development encompasses three major areas:

- Government policies and programs to meet broad economic objectives such as high employment, sustainable growth and price stability.
- Job creation and retention through community development and marketing, business development, retention and expansion, and real estate development. (This category is a major focus of economic development professionals.)
- Programs that provide infrastructure and services such as highways, affordable housing, crime prevention, **and Kindergarten through 12th grade education.**

Sense of the Commission

It is the sense of the Commission that economic understanding allows people to better comprehend the modern world, make decisions that shape their futures, and strengthen major institutions. The principles of economics bear directly on the ordinary business of life, affecting people in their roles as consumers and producers. Economics also plays an important role in local, state, national, and international public policy. Economic issues frequently influence voters in national, state, and local elections. A better understanding of economics enables people to understand the forces that affect them every day, and helps them identify and evaluate the consequences of private decision and public policies. Many institutions of a democratic market economy function more effectively when its citizens are articulate and well informed about economics.

Commission Recommendations

Recognizing the critical link between economic development and economic education, the EDC recommends that all County officials and representatives, elected and appointed, resolve to:

Encourage and support academically sound, objective, non-partisan programs in economic education at all levels in Campbell County.

Foster maximum participation of Campbell County Schools in recognized programs fostering economic education in grades K-12.

Encourage utilization of all available, regional resources for teacher training, curriculum development and student participation.

Promote economic literacy with teachers and students.

Seek other means to help county residents develop the real-life skills they need to succeed: to be able to think and choose responsibly as consumers, savers, investors, citizens, members of the workforce, and effective participants in a global economy.