

Campbell County Economic Development Commission

February 16, 2006

The regular meeting of the Campbell County Economic Development Commission was held on Thursday, February 16, 2006 in the Campbell County Historic Courthouse Conference Room, Rustburg, Virginia.

Members Present:

William Anderson
Don Atkins
William E. Calohan, III
G. Michael Damron
J. Michael Davidson
Herbert W. Guthrie
O. Richard Metz, Chair
Kyle Rosser
Scott Tweedy
Lester Wooldridge
Frank Wright

Those Absent

Marvin Clements
William Overacre

Also Present:

Jamie Banton, Administrative Assistant

Chairman Richard Metz called the meeting to order at 12:05 pm. The October 20, 2005 meeting minutes were approved without changes.

Matters from the Director

// Mr. Davidson presented the Commission with a Project Updates report. Mr. Davidson noted that he recently returned from a Marketing Mission with the Virginia Economic Development Partnership to the Maryland – DC area. General discussion of the Project Updates Report followed.

// Next, Mr. Davidson stated that staff held a Tourism Initiative Stakeholder Meeting on January 24, 2006. The intent of the meeting was to gather key business and community leaders with tourism related activities together to discuss Campbell County's potential to capitalize on tourism efforts. Of the approximate twenty invitations mailed, only four stakeholders attended the meeting. From the response and discussions at the meeting, staff concludes that tourism has minimal impact on Campbell County as we have no large attractions or events. Mr. Davidson stated that he was not giving up on tourism completely, and staff intends to move forward with developing a tourism brochure. Mr. Davidson explained that the county will acquire some professional assistance to help develop a template, but staff only intends to print enough brochures to cover a twelve month span. After that time, the county will evaluate the effectiveness of the brochure's impact.

Mr. Metz noted that Appomattox County is now hiring a Tourism Director, and Campbell County could try to contact them to see how we could work together. Mr. Davidson also stated that the Lynchburg Regional Chamber of Commerce handles most of Lynchburg's tourism effects. Campbell County hopes to work with them to get the brochures distributed around the region. Mr. Davidson has also volunteered to serve on Lynchburg's Tourism Strategy Committee.

// Next, Mr. Davidson provided the Commission with a white paper outlining the Commission's comments and concerns regarding their recent Agriculture discussions. Mr. Davidson noted that many of the issues raised may be addressed in the upcoming zoning ordinance revision process. Mr. Davidson stated that the Commission would need to send their recommendations to help the Planning Commission and Board of Supervisors during the zoning ordinance revision process.

On a motion by Mr. Tweedy, seconded by Mr. Calohan and duly adopted by unanimous vote, the Campbell County Economic Development Commission recommends the ED Commission Concerns & Comments (October 2005) white paper as presented be sent to the Planning Commission and Board of Supervisors during the zoning ordinance revision process for agricultural zones.

// Next, Mr. Davidson stated that at their last meeting the Commission began discussions on Region 2000 Economic Development Partnership marketing efforts. Mr. Davidson explained that in the past, about 70% of marketing focused on bringing new businesses to the region and 30% focused on existing companies. Marketing efforts have now changed to 70% focused on existing companies. Mr. Davidson provided the Commission with a list of Region 2000 Business Recruitment Projects worked during 2005.

At this time, Region 2000 has no print advertising and no paid advocate to elected officials. The Region 2000 website is used as its marketing tool. Region 2000 also partners with VEDP for trade shows and marketing missions. Region 2000's goal, with the help of a professional fundraising firm, is to raise \$500,000 each year for the next five years continuing the public-private partnership. Raising funds at this level will keep the Advanced Center for Engineering & Research moving forward. At present, each participating locality contributes annual dues based upon population.

Mr. Davidson stated that the CEDS is now two years old, and Campbell County's Target Market Study is five years old. He advised that a regional target market study is needed in addition to a revised Campbell County study. Because 75% of Campbell County's economic development marketing budget is designated as our Region 2000 dues, Mr. Davidson asked the Commission for their input regarding the best way to spend Campbell County's limited marketing funds. The Commission discussed marketing efforts, and many members noted the tight workforce and the need to recruit younger workers to the area.

// Lastly, Mr. Davidson asked the Commission for a consensus on their 2006 Work Plan. The Campbell County Economic Development Commission agrees to work on the following issues during 2006.

CEDS Review: Beginning in June 2006, staff will begin to collect and update data used during the original 2003 CEDS process. The CEDS review will use the same meeting schedule as the Commission though additional CEDS members will be appointed by the Board of Supervisors.

Economic Development Marketing: The Commission will discuss Campbell County's marketing efforts during their April 2006 meeting. What is it that Campbell County needs to market? What are we marketing for (existing v. attraction), and how will the marketing work?

Agriculture: Mr. Davidson will contact Scott Reiter (VA Cooperative Extension) to discuss how an Agriculture Committee can be used to help with the zoning ordinance revision process.

Matters from the Commission

// Mr. Guthrie stated that he wanted to tell the Commission that the rumors and news surrounding Brookneal made their situation seem worse than it is. While Brookneal does have many large hurdles in front on it, Mr. Guthrie believes the Town will survive.

Following a general discussion of the before-mentioned matters and with no other items presented for consideration, the meeting adjourned at 12:52 pm until Thursday, April 20, 2006 at 12:00 pm.