

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

April 19, 2007

The regular meeting of the Campbell County Economic Development Commission and the Comprehensive Economic Development Strategy 2007 Update Committee was held on Thursday, April 19, 2007, in the Campbell County Historic Courthouse Conference Room, Rustburg, Virginia.

Members Present:

Lester Wooldridge, Vice-Chair
G. Michael Damron
Gary Cantwell
William Calohan
Donald Atkins
Scott Tweedy
William F. Overacre
Patti Anderson
Kyle Rosser
William Anderson
Ruth Pillow

Also Present:

R. David Laurrell, County Administrator
J. Michael Davidson, Director of Economic Development
Rebecca Schwarz, Economic Development Administrative Assistant

Vice-Chair Wooldridge, presiding over the meeting in Mr. Metz's absence, called the meeting to order at 12:10 pm. Upon review by the Committee, the February 15, 2007, minutes were approved as read. Mr. Wooldridge then turned the meeting over to Mr. Davidson.

Matters from the Director:

// Mr. Davidson noted that everyone was sent a copy of the CEDS Update 2007 Draft Report. If the report needs no substantial changes, the CEDS Committee will not need to meet again, and the Economic Development Commission regularly scheduled meetings will resume in June. If this ends up being the case, and today is the final CEDS meeting, staff will make final edits to the document and send the CEDS Update 2007 to all individual members who desire a copy.

// Mr. Davidson said that he would attempt to briefly go through the document and highlight any significant changes which have been made to the document.

First, he went through the Executive Summary. He explained that we updated the document from the 2003 document. Therefore, all the data, if not specifically stated as being an update since 2003, is severely implied to be an update. He asked if we need to state within the Executive Summary that everything is an update on the 2003 data. The committee agreed that since this is already stated in the Introduction, it is not necessary to do so.

Davidson noted small edits needed within the Executive Summary. General discussion followed. One comment Davidson made was that under the ES.2 section, in the Population segment, he will put a more specific number in regarding the residential units under construction or in the planning process. As a side comment, he said that a struggle we have when updating this type of data is that the numbers are constantly changing due to population growth. However, we will rely on the data collected in August 2006 for updates of this nature. In the same section, in the Infrastructure segment, the document says that Campbell County is concerned about its transportation system, though the rest of the document talks very little about this concern. We will add some information on this topic later in the document.

In section ES.4, under Marketing, Mr. Davidson pointed out that seventy-five percent of Campbell County's marketing budget goes towards the Region 2000 Economic Development Council, which is a regional marketing organization. Our marketing budget for FY '07 is only about seventy-two percent of what was recommended in the CEDS 2003 document. We did not perform a Comprehensive Target Market study, as originally planned, because a regional study on target sectors will be performed by Region 2000, as well as a re-evaluation of marketing efforts from a regional perspective.

Following the above discussion, the committee made the suggestion that the report reflect Campbell County's concern regarding Liberty University's impact on our infrastructure and population. Davidson said we will integrate this into the report and reminded the committee that we will be doing updates every three or four years to allow for changes in the County.

// The CEDS committee next discussed Exhibit 2.1 in Section 2 of the CEDS Update. After discussion of the projects and their priorities, it was suggested the Committee delete from the Projects/Programs the following:

- 19 – Business Incubator
- 20 – Large Industrial Site Development
- 24 – Agro-tourism Development
- 25 – Agricultural Incubator.

Upon a motion by Mr. Calohan, seconded by Mr. Anderson, and duly adopted by unanimous vote, projects 19, 20, 24, and 25 were deleted from the list. The Committee agreed that the projects should be listed in the CEDS Update 2007 according to their number ranking, and separate columns will indicate project type, costs, and length. A paragraph will also be added to indicate that certain projects, despite ranking, might take longer to complete due to funding and resource availability.

// The Committee went back to the introduction to review a few items. In Section 1.2, the paragraph indicates that the loss of manufacturing jobs is the primary reason for the County's economic distress. We need to add to this paragraph the fact that modernization and technology have resulted in job losses. Machines can produce twice as much today with the same number of employees as in the past. Therefore, in ratio, companies now need fewer employees to generate the same amount of output. General discussion followed.

Also, Ms. Pillow noted that a statistic within the Introduction contradicts a statistic within the Executive Summary. Staff will make the necessary corrections.

// The Committee returned to Section 2 and agreed that Exhibit 2.3 needs to be modified to reflect the Goals and Strategies for Projects/Programs 1-21, displayed in Exhibit 2.1. The EDC will later create a detailed implementation strategy for each of the projects.

// Next the Committee reviewed Section 3. It agreed to rename several of the Strengths, Weaknesses, Opportunities, and Threats to more accurately depict the situation within Campbell County. Changes will be reflected within the CEDS Update 2007.

General discussion of the towns and their struggles followed. It was suggested that the document include a statement on the level of involvement the County intends on having with the towns in the process of their economic revitalization. Ms. Pillow made the recommendation that we get the input of the Town of Brookneal on the details of this statement, as no town representatives were present at this meeting.

// The Committee discussed Section 4 and 5. In the Overview on page 5-1, the phrase “and the Village of Rustburg” will be deleted from the first sentence, as Rustburg does not need to be discussed within the update.

// Committee members agreed to add to Section 6 a recommendation for an added emphasis on advertising, as advertising continues to not be a financial priority within Campbell County, and leaving out such a recommendation might inaccurately imply that the Committee endorses continued financial restraint in this area.

General discussion of the various components and details of the CEDS Update 2007 followed. Mr. Laurell commented that staff did a good job on this project, which was a lot of work.

Mr. Davidson asked the Committee if it recommended more CEDS meetings or if the document may be completed based upon the instructions gathered at this meeting. It was agreed that no further meetings are necessary. Staff will make the final changes and distribute it to all members desiring a copy. Some individuals will receive the final CEDS Update 2007 in electronic format in order to reduce printing costs.

Mr. Davidson thanked the Committee, saying how deeply its work is appreciated. The input of the members has been extremely valuable.

With no further matters for discussion, the Campbell County Economic Development Commission and CEDS Committee adjourned at 1:28 PM.