

Campbell County Economic Development Commission

April 21, 2005

The regular meeting of the Campbell County Economic Development Commission was held on Thursday, April 21, 2005 in the Campbell County Historic Courthouse Conference Room, Rustburg, Virginia.

Members Present:

Donald E. Atkins
William Anderson
William E. Calohan, III
G. Michael Damron
Herbert W. Guthrie
Kyle S. Rosser
William Overacre
Frank A. Wright
Lester Wooldridge

Those Absent

Marvin Clements
J. Michael Davidson, Economic Development Director
O. Richard Metz, Chair
Scott Tweedy

Also Present:

R. David Laurrell, County Administrator
Jamie Banton, Administrative Assistant

Vice-chairman Lester Wooldridge called the meeting to order at 12:03PM. On a motion by Mr. Atkins, seconded by Mr. Guthrie and duly adopted by unanimous vote, the February 17, 2005 meeting minutes were approved without changes.

Matters from the Director

Because Mr. Davidson was unable to attend the meeting, Ms. Banton discussed progress on the Virtual Building Project. The Commission viewed the first animated version of the virtual building designed for Phase I of the Dearing Ford Business & Manufacturing Center. In addition, Ms. Banton provided a brief update on current economic development projects.

// Ms. Banton explained that the independent Economic Development Website should go live July 2005. Campbell County is working with Sisson Creative to design the website. Staff intends to present the site to the Commission at their June meeting.

// Ms. Banton provided the Commission with the revised Small & Minority-Owned Business Incentives discussed at the February 2005 meeting. General discussion of the revised incentive policy followed. Several Commission members expressed concern with the communication of the incentives to the business community. Because of the public perception of "red tape," the Commission suggested that staff investigate communicating the new incentives through several means (tax bills, business license office, construction permits, County Chronicle, CCUSA bills). The Commission suggested that an ongoing article

in the County Chronicle from Economic Development to provide awareness of incentives would be helpful. The Commission also suggested that the incentive policies be forwarded to the area chambers of commerce and the Small Business Development Center.

// Next, Ms. Banton presented the issue for discussion: Tourism. The Commission identified Tourism as one of the areas to study during 2005. She asked the Commission to provide feedback on their ideas of what and how tourism could be used for economic development in Campbell County.

Several Commission members discussed other localities and their tourism efforts, most notably festivals (Pumpkin Festival, Shrimp Festival, Pork Festival, etc.) or area designations (Country Music Highway, Center State 29, etc.). The Commission is concerned that Campbell County lacks a supply of the businesses directly affected by tourism efforts - hotels, restaurants and shopping centers. The Commission is also concerned with the availability of staff support for tourism efforts. Several members stated that without an extra staff person or someone dedicated to drive the initiative, efforts will be piecemeal and ineffective. To make a reasonable tourism effort, the Commission felt that an extra staff person would be needed. Several members reiterated that the tourism effort must be driven by someone dedicated to its success. Additional discussion of tourism will follow at the June meeting.

Matters from the Commission

Mr. Damron stated that the Board gave the go-ahead for the US 29 Sewer extension at their last meeting. The project is expected to be complete by August 2006. Mr. Damron stated that once the sewer line is complete, development of property along US 29 will be developer driven, and his main concern is service roads.

Following a general discussion of the before-mentioned matters and with no other items presented for consideration, the meeting adjourned at 1:09PM until Thursday, June 16, 2005 at 12:00PM.