

# Campbell County Economic Development Commission

June 16, 2005

The regular meeting of the Campbell County Economic Development Commission was held on Thursday, June 16, 2005 in the Campbell County Historic Courthouse Conference Room, Rustburg, Virginia.

## Members Present:

William Anderson  
G. Michael Damron  
J. Michael Davidson  
Herbert W. Guthrie  
O. Richard Metz, Chair  
Kyle S. Rosser  
William Overacre  
Lester Wooldridge

## Those Absent

Donald E. Atkins  
William E. Calohan, III  
Marvin Clements  
Scott Tweedy  
Frank A. Wright

## Also Present:

Jamie Banton, Administrative Assistant

Chairman Richard Metz called the meeting to order at 12:07 pm. The April 21, 2005 meeting minutes were approved without changes.

## Matters from the Director

Mr. Davidson stated that upon reviewing the last meeting minutes, he wished to make a few comments regarding the proposed Small Business & Minority Incentive Policy. Staff will take the proposed policy to the Community & Economic Development Committee at their July 5, 2005 meeting. If accepted by the CED Committee, staff will present the policy to the Board of Supervisors in August. Mr. Davidson also explained that while he will aggressively promote incentives, he may not be able to meet all of the suggestions of the Commission. He reiterated that incentives are meant to assist someone to do something they would not have been able to do otherwise, and the incentives are not meant to be an entitlement.

// Mr. Davidson advised that the new independent Economic Development website ([www.campbellvirginia.com](http://www.campbellvirginia.com)) would be live by July 1, 2005. Staff continues to work out the bugs in the new site. Ms. Banton provided a demonstration of the new site. Mr. Wooldridge asked if Economic Development could provide a toll-free telephone number on the site. Mr. Davidson stated that he would look into the toll-free number and report back at the next meeting.

// Mr. Davidson gave a brief update on several Economic Development projects. The Seneca Commerce Park Phase I construction began May 1, 2005. Staff anticipates

releasing Phase II out for bid sometime in Fall 2005. Staff continues to wait for word on the \$1 million grant application from the EDA for the Airport Commerce Park. The Board of Supervisors held their annual Planning Retreat on June 3, 2005. Mr. Davidson stated that staff would share the outcome information from the Board Retreat as it becomes available.

// Next, Mr. Davidson discussed Tourism. He stated that the only thing Campbell County intends to do in the next 12-months is to continue the transition of tourism from the Recreation Department to Economic Development.

The first step to developing tourism involves bringing together the stakeholders in the process to formulate a strategy. Mr. Davidson stated that while Campbell County will never have a visitor's center, we can take steps to capitalize on surrounding locality destinations. He feels that Campbell County does need a tourism brochure, and we need to have meetings with stakeholders so we can better define what we have.

Mr. Laurell stated that he felt that Campbell County could find a niche doing something, such as a summer concert series at the future Central Park. While the events would not have to start big, Campbell County could start something that no one else was doing.

General discussion of possible events and attractions followed. Mr. Davidson stated that an ongoing discussion on tourism would continue.

// Next, Mr. Davidson presented the Commission with a draft of the FY2006 Economic Development Marketing Plan. While similar to the FY2005 Marketing Plan, the new strategy includes partnerships with the Virginia Economic Development Partnership and the Region 2000 Economic Development Council so that Mr. Davidson can attend trade shows and marketing missions. Mr. Davidson added that during FY2006, staff will be updating the Comprehensive Economic Development Strategy originally formulated in 2003.

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, August 18, 2005 at 12:00 pm.