

**Campbell County
Economic Development Commission/CEDS Committee**

November 16, 2017

The regular meeting of the Campbell County Economic Development Commission was held on Thursday, November 16, 2017, in the Campbell County Citizen Services Building Conference Room, Rustburg, Virginia.

Members Present:

William Anderson
Hugh Bragg
Richard Carroll
Kathy Carson

Frank Davis
Willie Jones
George Rosser
Lester Wooldridge

Members Absent:

Richard Metz
Scott Tweedy

Also Present:

Mike Davidson, Director of Economic Development
Sarah Johnson, Program Manager, Economic Development
Kim Stewart, Administrative Assistant, Economic Development

// Chairman Lester Wooldridge called the meeting to order at 11:58 a.m.

// With no comments or corrections given, Mr. Wooldridge called for a motion to approve the minutes from June 22, 2017. Mr. Jones motioned and Mrs. Carson seconded. With all in favor and none opposed, the members approved the minutes unanimously.

// Mr. Davidson did not review the Project Updates but they were provided in the meeting packets. Mr. Davidson instead moved directly into discussion of the CEDS 2017 update process, reminding the committee members of the public informational meetings and explaining the outcome of the focus group meetings, which took place in Rustburg, Timberlake, Brookneal, and Altavista.

// Mr. Davidson provided draft copies of the CEDS 2017 Update to the members and asked for final comments regarding the S.W.O.T analysis and Goals and Objectives.

// Mr. Davidson recommended removing a weakness that had carried over from the 2012 update, Declining Industrial Base in the Towns, as it is no longer relevant.

// Growth was mentioned to be a weakness, but Mr. Davidson explained that slow, steady growth is better managed and easier to plan for than explosive growth. On the other hand, businesses need residential growth because they need employees. It was decided to move this item closer to the top of the list.

// Mr. Jones asked if there is a shift in Campbell County from single-family housing to apartment/rentals. Per Mr. Davidson, it is likely that townhouse growth is higher than single-family housing, although there are currently no figures to back that up. Mrs. Carson added that she believes more apartments are being built than single-family homes.

// "School Facilities" was mentioned with the idea that the county is falling behind on routine maintenance. With no input given, it was left at its current spot on the Weaknesses list.

// Under Opportunities, Mr. Davidson recommended removing Mass Transit due to not having the resources to do anything about it. However, he mentioned that transportation would be mentioned in other places of things to try to accomplish, as it is still an important issue.

// Growth had been added to the Opportunities since the last EDC meeting and Mr. Davidson recommended moving it higher in the category and requested input from the group. The group agreed.

// Growth, under Threats, was suggested to move higher. With the Increase in Poverty category, Mr. Davidson felt it would relate to goals and objectives in focusing on attracting higher quality and higher paying jobs to the area. Going hand in hand with this, then, would also be educating and training individuals so that they would be qualified for those jobs. The commission agreed.

// The Goals and Objectives were reviewed next. Education and Workforce Training is more important now than in 2012 as there is less on-the-job training and workers are expected to be trained prior to hire.

// The second item, Business Development, refers to business expansion and entrepreneurship.

// Mr. Davidson explained that Infrastructure is a broader word now than it was in 2012, referring to transportation, broadband, transportation accesses, etc. Yet, Transportation is listed as its own separate goal, as well, because of House Bill 2. The bill has set formulas that all counties are evaluated by and some of the rural counties don't fare as well as heavily populated areas. Additionally, all potential transportation projects have to be in the county's plans, including the CEDS. This all factors into the grading methodology.

// Campbell County has the increasing ability to profit from Liberty University's (LU) growth in the Tourism capacity. The hotels in Campbell County on R29 regularly house LU-related visitors. One example is the Commonwealth Games that took place. Another example includes future aquatic event-related visitors.

// Mr. Davidson reviewed the remaining points with the group. The health of the Towns is very important to the county, Planning carried over from 2012, and Resources covers several things, to include faith-based community, emergency services, parks and recreation, and more. Mr. Davidson asked the group their opinion of the 10 goals. The group discussed the placement of the categories and indicated that it was difficult to choose definite placements, particularly Education—Workforce Training, Business Development, and Infrastructure, because several go hand in hand. They agreed with the ten categories that were presented.

// Mr. Jones asked if towns are more eligible to receive grants through the EDA and Mr. Davidson answered that towns apply for EDA grants on their own and not through the county. Rules are different for towns versus cities versus counties.

// Mr. Carroll asked if multiple counties could collaborate. The Lynchburg Metropolitan Statistical Area (MSA) is comprised of Lynchburg City and Campbell, Bedford, Amherst, and Appomattox Counties, and they already work together. Currently, a regional collaboration effort, "GoVirginia," is taking place among areas of different MSAs, but it is unknown at this point what will result from that.

// Mr. Davidson indicated that the next goal is to present a final version of the CEDS document to the Board of Supervisors (BOS) to review and accept, probably at the February BOS meeting. Then it will go to the Federal government to the Economic Development Administration (EDA) to keep on file.

// With the meeting coming to a close, Mr. Davidson reviewed the history of the Economic Development Commission's role 20 years ago versus now and proposed meeting three times in 2018. He then turned the meeting back over to Chairman Wooldridge.

// Mr. Davidson was recognized for receiving the Cardinal Award with VEDA for 2017.

// With nothing further, Chairman Wooldridge called for a motion to adjourn, motioned by Frank Davis, and the meeting was adjourned at 1:30 p.m. The next meeting is scheduled for Thursday, March 15, 2018.