

**Meeting Minutes**  
**Roanoke Valley – Alleghany Regional Commission**  
**CEDS Committee Meeting**

November 10, 2011  
3:00 PM, Greenfield Education and Training Center  
57 South Center Drive  
Daleville, VA 24083

**Committee Members Present:**

Mark Taylor, Kevin Persinger, Brenda Walker, Consuela Caudill, John Hull (on behalf of Beth Doughty, John Strutner, Darlene Burcham, Ray Ferris, Carl Brinkley, Jim Poythress, Hunter Young, Rupert Cutler, Dave Kleppinger,

**Others Present:**

Debra Squire, Virginia Employment Commission  
Brian Keenum, Roanoke Valley Workforce Center  
Eddie Wells, RVARC  
Scott Burton, RVARC

**Committee Members Absent:**

Spencer Suter, Teresa Hammond, Don Assaid, Eddie Elswick, Bryon Foley, Carolyn Fidler, Gerald Burgess, John Doane, Tracey Shiflett, Chris Morrill, Kevin Boggess, Chuck Simpson, Anne Stanley, Ione Callender, Jay Foster, Terri Workman, Rob Erdman, Steve Mullins, David Preston, Stephanie Brown, Robert Sandel, Richard Teaff, Steve Cronemeyer, James Houff, Anne Stanley, Jennifer Durling, Richard Flora, Suzanne Adcock, Hal Mabe, Doloris Vest, Jill Loope

**Proceedings:**

The Meeting was called to order at 3:10 PM by Scott Burton

**Welcome and Introductions**

Scott Burton welcomed everyone and thanked them for their attendance. He then asked everyone in to introduce themselves.

**Update on Designation as an Economic Development District**

Mr. Burton began by providing the committee with an Economic Development District (EDD) designation update. Mr. Burton noted that the RVARC is still working with their Economic Development Administration (EDA) representative regarding the board structure issue. He noted that the RVAC board structure will need to be modified in order to meet all EDA and Virginia requirements. Mr. Burton noted that the RVARC will likely need to resubmit its EDD application (letters of support, data, etc.). None of the members in attendance had any questions and/or comments regarding this particular agenda item.

### **TEMCI Update**

Mr. Burton provided those in attendance with an update regarding the Western Virginia Transportation Equipment Manufacturing Competitiveness Initiative (TEMCI). He explained that this particular project was the result of a joint EDA grant application involving the RVARC and the Mount Rogers and New River PDCs. The purpose of this ongoing project is to provide subsidized technical assistance to all eligible and interested companies. Assistance is provided by Virginia Tech and is focused on helping companies address process improvements, product development, and the integration of green technologies. Mr. Burton noted that nine projects were funded during the first funding cycle. Dave Kleppinger asked Mr. Burton for the names of the RVARC area companies that received funding during the first round. Mr. Burton noted that Dynex America, Metalsa Roanoke, and Salem Vent all received financial assistance and technical support. The other six grantees are located within the New River PDC. The second funding cycle is currently underway.

### **Allegheny Regional Commerce Center EDA Application**

Mr. Burton updated the committee on the status of the Allegheny Regional Commerce Center EDA application. The Allegheny Regional Commerce Center is currently the number one CEDS project. The RVARC's EDA representative made a site visit in May 2011 and had several positive comments. Mr. Burton noted that the RVARC worked with Allegheny County and the Allegheny Highlands Economic Development Corporation (AHEDC) to put together a compelling and comprehensive grant application. Allegheny County submitted the application in September and received a letter from EDA in October stating that the application had been rejected. Mr. Burton outlined some of the reasons for why the application had been rejected. Mr. Burton, Mr. Kleppinger, and John Strutner discussed EDA's concerns and comments. Mr. Strutner then indicated that Allegheny County would like to resubmit the application in the spring of 2012 once EDA's comments have been addressed.

### **Review of Current CEDS Goals/Objectives /Prioritization Criteria**

Mr. Burton began by presenting the FY 2011 goals and objectives. Mr. Burton then asked the committee if they had any recommendations regarding ways to improve the goals and objectives. None of the members in attendance had any suggestions or comments.

### **Project Update/Nomination Process for FY 2012**

Mr. Burton noted that a project nomination and update form was emailed to all committee members following the August webinar. He then asked that any and all project updates and/or nominations be submitted by November 18 so that ample time is available for compiling an updated project package before the subcommittee begins the ranking process. Project nominations are typically submitted by the CEDS committee but are also commonly submitted by local governments, partnering organizations, private citizens, and businesses. Nominations include construction and non-construction projects.

### **Appointment of Subcommittee to Rank Projects**

At this time Mr. Burton asked for subcommittee volunteers. It was agreed that the subcommittee be responsible for revising the prioritization criteria and reevaluating all projects. Mr. Burton then noted that he would contact all subcommittee members to coordinate a time to meet (likely mid December). The following subcommittee members volunteered to assist with ranking the projects and modifying the prioritization criteria if needed: Darlene Burcham, Jim Poythress, and Dave Kleppinger. Mr. Burton indicated that it would also be beneficial to have representatives from Salem, Roanoke, and Roanoke County rank projects.

## **FY 2012 Meeting Calendar**

Mr. Burton took time to go over the 2012 CEDS meeting Calendar.

- August 18, 2011 - gotowebinar.com
- November 10, 2011 - Greenfield Education and Training Center
- January 19, 2012 - gotowebinar.com or Greenfield
- April 19, 2012 - Greenfield Education and Training Center

## **FY 2012 CEDS Timeline**

Mr. Burton then outlined the FY 2012 CEDS timeline.

- November - Committee review of new project nominations, prioritization criteria, and goals/objectives. Volunteers needed for project ranking subcommittee
- December - Project ranking subcommittee meets to rank nominated/updated projects according to the prioritization criteria
- January - Review changing economic data/trends, adoption of project package
- April - Consideration of FY 2012 Project Package
- May - RVARC considers FY 2012 Annual Report
- May - Public hearing
- June - CEDS Annual Report submitted to EDA

## **Discussion Regarding Economic Development Projects**

Mr. Burton then provided those in attendance with an opportunity to update the Committee on any current/future/proposed economic development projects or initiatives within the locality they represent. He noted that an open discussion about regional projects would be helpful. It would provide everyone in attendance with an opportunity to learn more about economic development projects/initiatives within the Roanoke region.

Darlene Burcham provided those in attendance with details regarding three new incubator businesses located in Clifton Forge. The businesses include a financial advisor, gift shop, and a beauty salon. Ms. Burcham also revealed that sales are up at businesses located along Main Street and Ridgeway Street in downtown Clifton Forge. Both streets have recently been converted to two-way traffic.

John Strutner updated the committee on the status of the Jackson River Trail and Alleghany County's new sewage treatment plant.

Consuella Caudill provided details about the Town of Vinton's "Buy Local" campaign and the William Byrd High School entrepreneurial program. The Town of Vinton is also working with Virginia Western Community College on a Hispanic entrepreneurial program.

Brian Keenum (Roanoke Valley Workforce Center) and Debra Squire (Virginia Employment Commission) detailed some of the workforce efforts they are currently working on. These include various job training and retention programs.

Mark Taylor, representing Meadwestvaco, provided the committee with an update regarding their new biomass boiler system.

Eddie Wells then updated the committee on the Roanoke Valley Broadband/Fiber Analysis.

**Adjournment**

Mr. Burton then thanked everyone once again for their attendance and participation.

The meeting was adjourned at 3:35 PM.