

SOUTHWEST VIRGINIA ECONOMIC DEVELOPMENT COMMISSION

*The joint subcommittee studying measures to
improve and enhance economic development in
Southwest Virginia, pursuant to SJR 111*

October 6, 2004

2:00 p.m.

Mountain Empire Community College

The Goodloe Center

Big Stone Gap, Virginia



Annotated Agenda



- | | |
|-----------------|---------------------------------------|
| ■ 2:00PM | 1. Call to Order |
| ■ 2:15 ~ 3:45PM | 2. Presentations and Panel Discussion |
| ■ 3:45 – 4:00PM | Break |
| ■ 4:00 ~ 4:50PM | 3. Commission Discussion |
| ■ 4:50 ~ 4:55PM | 4. Other Business |
| ■ 4:55 ~ 5:00PM | 5. Public Comment |
| ■ 5:00 PM | 6. Adjourn |

■ *Reception Following Meeting*



Southwest Virginia's Regional Efforts



Mr. Dave Rundgren

Executive Director

New River Valley Planning District Commission



Southwest Virginia's Regional Efforts



Mr. Ron Flanary

Executive Director

LENOWISCO Planning District Commission



Regional Economic Linkages and Economic Impact



Dr. Brad Mills

Associate Professor

Agricultural & Applied Economics

Virginia Tech

Working Across Borders



- Todd Green, Senior Human Resources Specialist,
General Dynamics, Marion, VA

Working Across Borders

- Brucie Boggs, Senior Vice President Human Resources, Carilion Health System, Roanoke ,VA

Working Across Borders

- Willard Owens, Mayor, Grundy, VA



BREAK



15 minutes

Restrooms are down the hall and to the LEFT



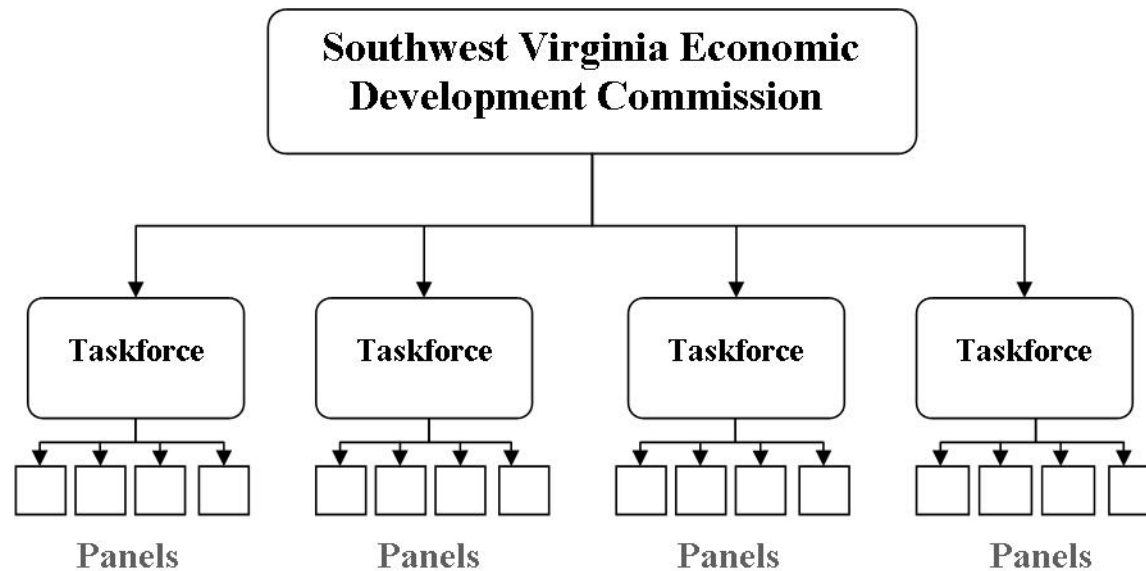
Commission Discussion



- Recommendation of Taskforce Structure
 - Review Recommended Taskforces
 - Set Taskforce Expectations



Taskforce Structure





Building a Region of Prosperity



- Southwest Virginia continues to experience a continued and alarming exodus of the region's youth because there are not enough job opportunities in the region offering economic growth and financial security. To curb this migration, the Task Force on Building a Region of Prosperity will focus on identifying positive factors in the region that can be improved upon as well as identifying obstacles to economic growth and security. The Task Force will provide realistic recommendations to improve the economic outlook in the region to increase prosperity so families can remain in Southwest Virginia to live and work. The Task Force will at a minimum:
 - Identify and encourage entrepreneurial efforts in the region
 - Identify development issues of small businesses
 - Identify equality of education issues and educational opportunities in relation to employer expectations
 - Identify community funding sources and other state & federal resources for the region's prosperity



Enabling Economic Growth



- One reason Southwest Virginia lags behind the rest of the Commonwealth economically is because of the lack of improvement in its infrastructure. The Task Force on Enabling Economic Growth through Infrastructure Development will review the current status of transportation in the region to include air and ground; technology networks; and the infrastructure of commercial development. The Task Force will make realistic short-term and long term recommendations to develop a regional strategy to address infrastructure issues. The Task Force will at a minimum:
 - Identify the challenges and priorities of transporting people, goods and services
 - Identify the challenges and priorities of traditional and non-traditional technology networks
 - Identify commercial development infrastructure needs, investment opportunities and priorities
 - Identify funding avenues to address infrastructure issues



Promotion of the Southwest Virginia Region



- Southwest Virginia is unique in what the region has to offer compared to more urban parts of the state. These qualities can translate into economic prosperity for the region and can be used as selling points to prospective employers and their employees, retirees and tourists. There are many attractive features of the region to include: a trained and educated workforce, Universities and Colleges, cultural activities, beautiful scenery, a growing infrastructure, outdoor recreation, and quality of life concerns for families like good schools for children, low crime, few traffic or pollution problems and a lower cost of living. The region needs to do a better job of attracting people to Southwest Virginia. The Task Force on the Promotion of our Region will at a minimum:
 - Identify marketing efforts for recruiting and retaining jobs based on regional uniqueness
 - Identify strategies for regional collaboration in economic development through promoting the region's qualities
 - Identify strategies to develop collaboration for region-wide tourism
 - Identify funding sources for marketing efforts for economic development through promotion of the unique qualities of the region



Traditional Industries



- Farming and coal mining have been the backbone of the economy in Southwest Virginia for generations. That is not the case anymore and the Task Force on Traditional Industries will address this problem by looking at the existing agricultural and natural resources industries in the region. The Task Force will examine the continued viability of these industries and recommend short term and long term strategies for their future. The Task Force will at a minimum:
 - Identify expansion markets for traditional industries
 - Identify strategies and encourage alternative uses for traditional industries
 - Identify marketing efforts to promote traditional industries
 - Identify state and federal funding sources to address the issues of a changing economic base



Setting Taskforce Expectations



- Do these four areas address the areas that you think we need to address?
- If not, what else do you want to know and where does it need to be added?
- What do you want the taskforces to accomplish?
- What are your specific goals for each taskforce on quarterly basis?

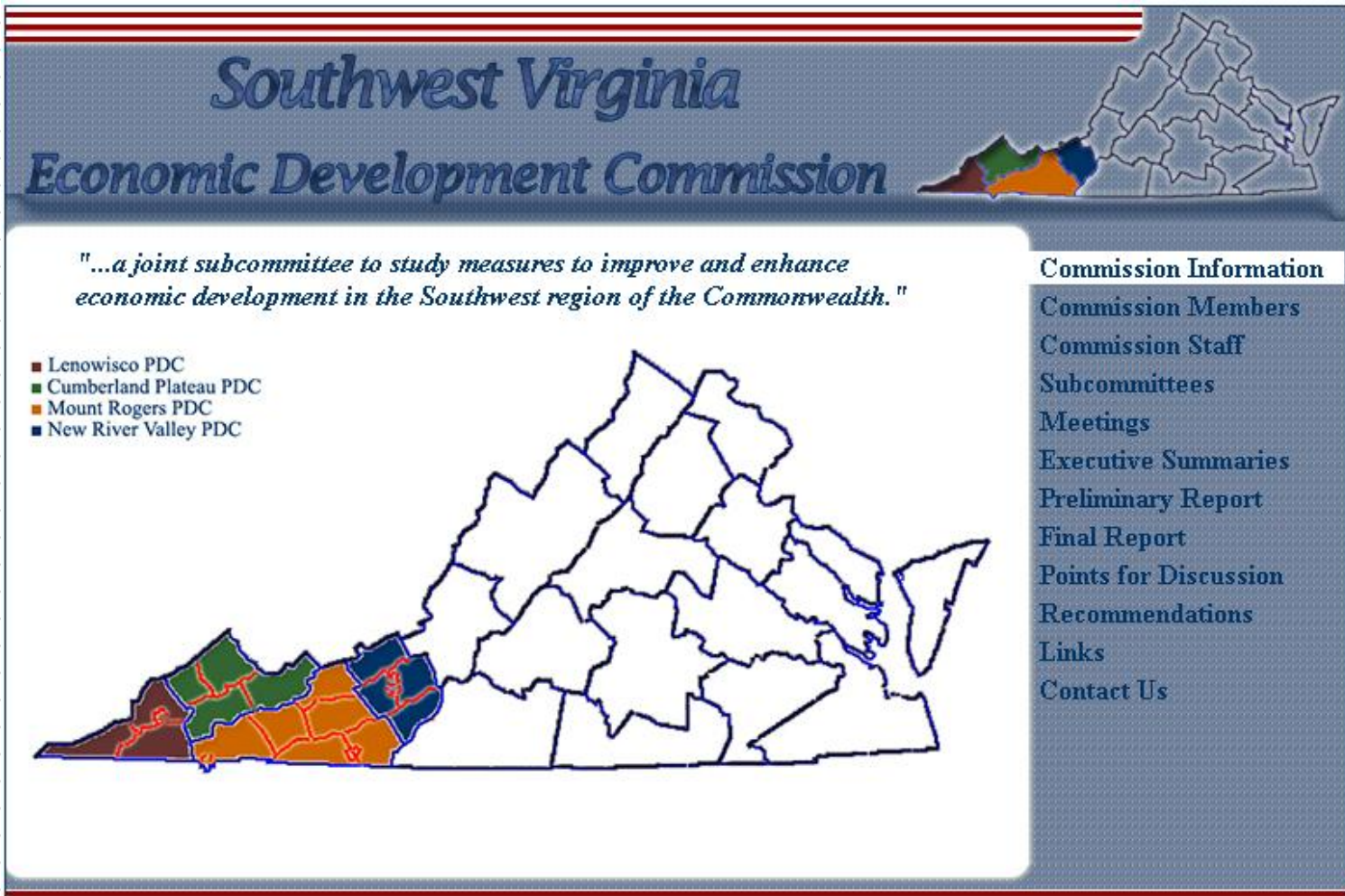


Other Business



- Website Updates
- Data Compiled by Virginia Economic Bridge, Inc.
 - November 3, 2004 Meeting
 - Future Meeting dates
- General Comments & Questions

SWVAEDC Website



The screenshot shows the SWVAEDC website with a blue header and a map of Southwest Virginia. The map highlights four Planning Development Councils (PDCs) in different colors: Lenowisco PDC (dark red), Cumberland Plateau PDC (green), Mount Rogers PDC (orange), and New River Valley PDC (dark blue). A legend on the left lists these PDCs. A quote from a joint subcommittee is displayed in the center. On the right, a navigation menu lists various links.

**Southwest Virginia
Economic Development Commission**

"...a joint subcommittee to study measures to improve and enhance economic development in the Southwest region of the Commonwealth."

- Lenowisco PDC
- Cumberland Plateau PDC
- Mount Rogers PDC
- New River Valley PDC

Commission Information

- Commission Members
- Commission Staff
- Subcommittees
- Meetings
- Executive Summaries
- Preliminary Report
- Final Report
- Points for Discussion
- Recommendations
- Links
- Contact Us

<http://www.virginiaeconomicbridge.org/SWVAEDC>



2004/2005 Meeting Dates and Report Schedule



November 3, 2004~New River Community College

Taskforce Meetings 9AM ~ 1PM

Review of 2004 Report – 2PM~5PM

A. Initial Taskforce Reports

B. Consider recommendations for 2004 GA Session

C. Discuss 2004 report due November 30, 2004

Future Meeting dates

April 2005 – Southwest Virginia Community College

June 2005 – Wytheville Community College

August 2005 – Mountain Empire Community College

November 2005 – New River Community College



Public Comment Period



General Comments & Discussion



Reception



Please join us for a reception in the Goodloe Center

Welcome & Remarks will begin at 5:30PM

Welcome: Dr. Terry Suarez, President

Mountain Empire Community College

Remarks: Senator Phillip Puckett

&

Delegate Terry Kilgore

Thank you for joining us today.

