

RICHMOND REGIONAL PLANNING DISTRICT COMMISSION
Minutes of Meeting
July 14, 2011

Members/Alternates Present

L. Ray Ashworth (M) City of Richmond
Richard Ayers (M) County of Powhatan
Malvern R. Ruddy Butler (M), Secretary..... County of Goochland
Douglas G. Conner (M) City of Richmond
Robert R. Cosby (M) County of Powhatan
James D. Crews (M)..... County of Goochland
James B. Donati (M) County of Henrico
Marleen K. Durfee (M)..... County of Chesterfield
Evan Fabricant (M) County of Hanover
Daniel A. Gecker (M)..... County of Chesterfield
John E. Gordon, Jr. (M), Treasurer County of Hanover
Kathy C. Graziano (M)..... City of Richmond
Rodney Hathaway (A) County of New Kent
Dorothy Jaeckle (M)..... County of Chesterfield
E. Martin Jewell (M) City of Richmond
David A. Kaechele (M) County of Henrico
C. Harold Padgett (M) County of Hanover
Edward W. Pollard (M) County of New Kent
Faye O. Prichard (M), Vice Chairman Town of Ashland
John F. Miniclier, Jr. (A) County of Charles City
Charles R. Samuels (M)..... City of Richmond
Robert R. Setliff (M) County of Hanover
Randall R. Silber (A)..... County of Henrico
Millard D. Stith (M) County of Chesterfield
Stran L. Trout (M), Chairman..... County of New Kent
Joseph B. Walton (M) County of Powhatan
Arthur S. Warren (M)..... County of Chesterfield
Deborah B. Winans (A) County of Hanover

Members Absent

Chris W. Archer (M) County of Henrico
Willie L. Bennett (M)..... County of Henrico
Timothy W. Cotman, Sr. (M)..... County of Charles City
Richard W. Glover (M) County of Henrico
Russell J. Gulley (M)..... County of Chesterfield
James M. Holland (M)..... County of Chesterfield
Lynn McAteer (M)..... City of Richmond
Patricia S. O'Bannon (M)..... County of Henrico
Frank J. Thornton (M) County of Henrico

Others Present

Edgar Allen (no affiliation provided)
John Amos RRPDC Legal Counsel
David Kalman Shadetree Sports
Tim Miller Richmond 2015
Rob Sinclair Branscome

Staff Present

Robert A. Crum, Jr. Executive Director
Jo A. Evans Assistant Executive Director
Julie H. Fry Executive Secretary
Sulabh Aryal Associate Planner
Anne Darby Senior Planner
Billy Gammel Associate Planner
Chuck Gates Communications Coordinator
Jin Lee Senior Planner
Daniel N. Lysy Director, Transportation
Barbara Nelson Principal Planner
Kathy Robins Senior Planner
Greta Ryan Data Analyst
Jackie Stewart Director, Planning
Peter Sweetland Finance and Contracts Manager
Lee Yolton Principal Planner

Call to Order

Outgoing Chairman Donati called the regularly scheduled July 14, 2011 RRPDC meeting to order at approximately 1:15 p.m. in the RRPDC board room. He then led members in the pledge of allegiance to the flag.

I. ADMINISTRATION

A. Certification by Commission Executive Director of Meeting Quorum

Mr. Crum certified that a quorum of members was present.

B. Installation of FY 12 Officers

Outgoing Chairman Donati administered the oath of office to the FY 12 officers, having been duly elected by members of the Commission during the June 9, 2011 meeting:

Chairman: Stran Trout, New Kent County
Vice Chairman: Faye Prichard, Town of Ashland

Treasurer: John Gordon, Hanover County
Secretary: Rudy Butler, Goochland County

Members of the Commission congratulated the new officers with a round of applause.

C. Requests for Additions or Changes in Order of Business

Chairman Trout asked if there were any additions or changes to be made to the agenda. Mr. Crum said he would like to add an item to the Consent Agenda. He noted that the Executive Committee recommended the item be added as Consent Agenda Item C. ó Authorization for Executive Director to Apply for Federal Fiscal Year 2010 UASI Grant Funds.

Mr. Crum said the RRPDC Board approved the creation of an Emergency Management Planning program in 2009. This program is funded with federal funds through the Department of Homeland Security. Currently there is funding from federal FY 10 being held for RRPDC use to continue to fund this program. The resolution was emailed to all members last week and a hard copy has been provided to each member this afternoon.

Mr. Crum said he would like the Board to take action to add this item to the Consent Agenda unless there are other questions.

Chairman Trout asked if there were any questions. There being none, on motion made by Ms. Graziano and seconded by Mr. Fabricant, the agenda was accepted as amended by adding Item C ó Authorization for Executive Director to Apply for Federal Fiscal Year 2010 UASI Grant Funds to the Consent Agenda.

D. Open Public Comment Period

Chairman Trout asked if there was anyone from the public in attendance who wished to make a comment to members of the Commission. He reminded speakers that their time is limited to three minutes. As there were no requests from the public to address the Commission, the Chairman closed the public comment period.

D. Chairman's Report

Chairman Trout thanked members for the opportunity to serve as Chairman. He said over the years, he has been very pleased with how the agency has grown and become a positive influence in the Region. He said he would like to thank Mr. Crum for his leadership in helping to bring about these positive changes. Chairman Trout said many good things have been accomplished over the past couple of years, and he asked for everyone's help in identifying new ways the agency can serve the Region.

Chairman Trout reported that a new member has been appointed by the City of Richmond to serve as an alternate voting member. Douglas Dunlap will replace Brooke Hardin as the City's alternate voting member. It was noted that Mr. Dunlap was not in attendance today.

Chairman Trout said at this time, he would like to make a presentation to Mr. Donati in recognition of his leadership as Chairman during FY 11. Chairman Trout presented a small token of appreciation to Mr. Donati on behalf of Commission members. He thanked Mr. Donati for his work and leadership over the past year. Members of the Commission expressed their appreciation with a round of applause.

Mr. Donati said it was an honor and privilege to have served as Chairman over the past year and to represent the agency throughout the Region. He thanked staff for their assistance over the past year and the work they do on behalf of the Commission. Mr. Donati said over the twenty years he has served on the Commission Board, he has never seen the level of excitement and energy that is being displayed now. He said this is a great example of regional cooperation, and the agency is receiving recognition that is long overdue. Mr. Donati said Mr. Crum has been instrumental in bringing about this change by reaching out to the jurisdictions and forming relationships. He said many good things have been accomplished over the past few years and he anticipates more good things are on the way.

E. Executive Director's Report

Mr. Crum thanked Mr. Donati on behalf of staff for his leadership. He said Mr. Donati has put in extra time to meet with Mr. Crum to help develop agenda items, and Mr. Crum said he really appreciated these extra efforts and support.

Mr. Crum brought the members' attention to the monthly staff activity report, which is included in the agenda book under Tab 1, and details work being advanced by staff on behalf of the localities. He said staff will be happy to address any questions on what is included in the report.

Mr. Crum said he would like to update members on activities of the Capital Region Collaborative (CRC). He said in June the CRC participated in two unique events.

One of the events was a tour of Fort Lee, held on June 21. Mr. Crum said each Commission member was provided with a copy of a fact sheet of information on Fort Lee. He said the CRC went to Fort Lee to get a better idea on the expansion taking place there to centralize military training and logistics to that location. Mr. Crum said the CRC wanted to tour the facility to better understand the opportunities for economic development this offers to the Region. Mr. Crum said the statistics provided on the fact sheet are very impressive. He said he was most

impressed by base housing. Mr. Crum said the influx of additional personnel to the facility will impact other areas around the base with regard to housing and infrastructure needs. Mr. Crum pointed out the financial impact analysis provided on the fact sheet. He said the CRC will continue to work toward developing a relationship with Fort Lee to identify ways the community and Fort Lee can work together.

Mr. Crum said the other event sponsored by the CRC was the College and University Presidents Forum held at the Henrico Theatre on June 16. He said many of the Commission members attended and a debrief is scheduled later on today's Commission agenda.

Mr. Crum also noted that on July 18, the CRC will be holding a retreat to begin to develop a strategy to move forward following the end of the public participation process. He said a report will be provided to Commission members this fall.

Chairman Trout noted that during the trip to Fort Lee, the CRC was told that passenger rail service is being implemented between Fort Lee and Fort AP Hill.

II. CONSENT AGENDA

Chairman Trout said the Executive Committee has recommended approval of the items on the Consent Agenda, which includes the third item as added earlier:

- A. Approval of Minutes – May 23, 2011 Meeting**
- B. Approval of the April 2011 Financial Report**
- C. Authorization for Executive Director to Apply for Federal Fiscal Year 2010 UASI Funds**

Chairman Trout asked if anyone wished to have any of these items pulled from the Consent Agenda for additional discussion.

As there were no requests for discussion, on motion made by Ms. Graziano and seconded by Ms. Prichard, the Consent Agenda items were approved unanimously as presented.

III. OLD BUSINESS

There was no old business to discuss.

IV. NEW BUSINESS

A. World Road Cycling Championship

Chairman Trout noted that during last month's Executive Committee meeting, a presentation was given by Richmond 2015 regarding efforts to bring the World

Road Championship to Richmond in 2015. He asked Mr. Crum to introduce the guest speaker.

Mr. Crum said this item does have a request for action. He said when the Executive Committee heard the presentation last month, members asked staff to write a resolution for support in spirit of this effort. The resolution is included in the agenda book. Mr. Crum said the resolution will be included in the bid application and will show regional support for this effort. Mr. Crum introduced Mr. Tim Miller, Richmond 2015 executive director.

Mr. Miller thanked members of the Commission for the opportunity to share this information with them today. He also introduced Dave Kalman with Shadetree Sports, one of the strategic partners with Richmond 2015. Mr. Miller noted that Mr. Kalman is responsible for taking the initiative to bring this event to Richmond. Mr. Miller said he would like to begin his presentation by showing a video that has been developed to promote the race.

Following the video, Mr. Miller's presentation included the following discussion points:

- would include three race types (Individual Time Trial, Traditional Road Race, and Team Time Trial) for Junior Men and Women, Under-23 Men, and Elite Men and Women
- only other opportunity than the Olympics for cyclists to compete individually for their country
- last held in the United States in 1986 in Colorado Springs
- United States has won in 1983 and 1989 by Greg Lemond and in 1993 by Lance Armstrong
- bid is awarded by Union Cyclists Internationale (UCI); United States is one of UCI's founding members
- 12 races take place over 10 days and will include festivals, live music, and community events
- projected to bring 450,000 visitors to Richmond and generate \$135 million in economic impact
- global television audience of 300 million covered by outlets from 35 nations; events televised daily
- bike races are great opportunity to showcase the region
- economic analysis was completed by Chmura Analytics and Economics and is available should anyone wish a copy
- Richmond is a finalist with Oman
- tremendous support from public and private sectors
- successful delegation visits: Mayor Jones and Richmond 2015 visit to UCI in Switzerland (headquarters) and UCI visit to Richmond hosted by Governor McDonnell and Mayor Jones

Mr. Miller also noted that the legacy of this event will be the development of events that can become annual regional events. He said this will also help bring about improvements in pedestrian and bicycle infrastructure.

Mr. Miller said the next steps will be to develop relationships that will provide financial support and sponsorships. The bid is to be submitted at the first of September to the UCI in Copenhagen, where this year's race is taking place. A decision will be announced on September 22.

Mr. Kaechele asked what types of races will be held. Mr. Miller said the races will include Individual Time Trial, Traditional Road Race, and Team Time Trial for Junior Men and Women, Under-23 Men, and Elite Men and Women. He said the routes are being developed at this time.

Mr. Fabricant asked how Richmond was chosen as a potential site for the races. Mr. Miller said it was because the City took the initiative through the efforts of Mr. Kalman. He said having leadership in the City which is interested in pursuing this event was also a great help.

Mr. Fabricant asked if the race will be held only in the City or if the other localities will be involved. Mr. Miller said there is the potential to bring other localities into the discussion. He said initially the race was to be held only within the city limits; however, discussions are being held about expanding the routes.

Mr. Donati asked how Richmond compared with Oman. Mr. Miller said the one thing Oman has that Richmond does not have is the money to finance the event. He said Richmond has the fan base and great media access by being near Washington, DC, and New York. Mr. Miller said the weather is a factor as well. Mr. Miller noted that the geographical location of the country is also a factor. A race scheduled to be held in Bahrain was cancelled due to the current unrest in the region.

Mr. Warren asked how much it costs to put on such an event. Mr. Miller said the cost will be about \$15 million. He said the cost is well worth the potential return. There are many revenue streams that can be utilized.

Mr. Conner asked if the competitors had any influence on where the race will be held. Mr. Miller said they have some influence, but the UCI governing board will make the final decision.

Mr. Kalman added that the American cycling industry has begun to put pressure on the UCI to bring the race to the United States. He said the number one goal for UCI is to globalize the sport and to make it less European.

Chairman Trout asked if there was a motion to approve the resolution of support for Richmond 2015. Mr. Butler made a motion that the resolution in support of

the event be approved. The motion was seconded by Ms. Graziano. There was no additional discussion and the motion carried unanimously.

Ms. Prichard asked if it would be beneficial for each of the jurisdictions to pass similar resolutions of support. Mr. Miller said the more support that can be demonstrated the better. Chairman Trout asked staff to forward the resolution to each of the jurisdictions for consideration.

Mr. Miller thanked members for their time and support.

B. Comprehensive Economic Development Strategy (CEDS)

Chairman Trout asked Mr. Crum to present this item.

Mr. Crum said that in February 2010, the Commission Board voted to authorize staff to submit a grant application to the federal Economic Development Administration for funding to develop a regional CEDS. The funding request was delayed due to a change in the funding process by the EDA and the federal budget negotiations. In late June, staff received formal notification from EDA that the RRPDC's application had been approved.

The amount of funding the RRPDC will receive is \$60,000, which was not included in the current budget. No new staff will be added to work on this project. The funding will be used to reimburse current staff work on the project. About \$30,000 will be used to hire a consultant to assist with targeted economic analysis. The remainder of the project costs will be in the form of in-kind staff services. This will not have a negative financial impact on the agency.

Mr. Crum said this is a Region-wide strategy. It will begin with an analysis of the regional economy. RRPDC will be working closely with the Greater Richmond Partnership (GRP). Staff already has been working with GRP on some preliminary research.

One of the grant requirements will be to zone in on depressed areas in the Region. Mr. Crum said these are corridors with high levels of vacancies or that need some type of financial investment to revitalize these areas. Mr. Crum said a detailed analysis will be done to determine what types of infrastructure upgrades will be needed in these areas to spur economic regrowth. Once the plan is adopted, the Region will be eligible for grant funding through EDA. Without an EDA-approved CEDS, the Region is not eligible for EDA infrastructure grant programs.

An oversight committee comprised of public and private organizations is required. The majority of this committee must be private sector representatives. This is a two-year planning effort.

Staff is requesting that the Commission authorize Mr. Crum to execute the contract included in the agenda book. This contract will allow staff to access the funds that have been awarded in order to proceed with this effort.

Chairman Trout noted the agreement is included in the agenda book under Tab 5. He asked if there were any questions.

Mr. Butler made a motion that the enclosed agreement with the Economic Development Administration be approved for funding to support the preparation of a regional CEDS for the Richmond Region. Ms. Graziano seconded the motion. There was no additional discussion and the motion was passed unanimously.

C. College / University Presidents Panel Discussion Debrief

Chairman Trout asked Mr. Crum to lead this discussion.

Mr. Crum noted that there were representatives from all seven of the Region's higher education institutions present to participate in this discussion. Each representative provided information on activities that have taken place on each campus in addition to future projects. They also provided suggestions on opportunities to work with the communities on economic development projects and initiatives.

Mr. Crum asked if members who had attended this event could provide some feedback on the discussion and to offer their suggestions on opportunities for the RRPDC to continue to develop partnerships with these institutions.

Chairman Trout said he felt the representatives had not spent a lot of time previously talking with one another. He said they each have individual agendas and had not gotten together to see if they could work together to fill in any gaps. Chairman Trout said he felt that the community colleges have filled in some gaps, but he did not know if this was by design or if this just happened. Chairman Trout said he felt it would be a positive step for the representatives to meet regularly to discuss how they can each help fill in any gaps.

Mr. Gordon agreed with what Chairman Trout said. He said he was impressed with each of the speakers and the content of the presentations. He said there are a lot of good things going on in the Region as a result of work being done by the institutions. He said he was most impressed with the two community college presidents and their enthusiasm and commitment. Mr. Gordon said he thought this was a great beginning for the group. There are some opportunities for future work together. He said he would like for this to become an annual event that could include the local school superintendents. He said one thing the community college presidents mentioned was the need for remedial classes for incoming freshmen. Mr. Gordon said he thought this could be a first topic for the presidents

and superintendents to discuss. He said perhaps the testing done by the colleges during freshman orientation is something that should be done during the junior year of high school. Mr. Gordon said he thought this event could be in the form of work groups that would allow more time to be spent together.

Ms. Jaeckle said many community college students are those who did not care about higher education while in high school and did not apply themselves. When they come to the realization that they are interested and are ready to apply themselves, they are already finished with high school. She said if there is a gap in the SOLs testing to prepare students for college, then that should be addressed.

Mr. Donati said he felt Mr. Gordon was correct. He said he thought this should be considered the first encounter between the representatives; however, he said he felt there was a potential for further contact. He said he would like the local economic development staffs to meet with the presidents in a retreat type of meeting.

Ms. Prichard said as a result of this event, Ashland's economic development director is now meeting with the development director at Randolph-Macon College on a regular basis.

Ms. Graziano said Richmond has several institutions of higher learning which make the Region a bit different from other communities that have just one large university. She said she believes this type of event should continue to take place not only to put each institution in contact with the other, but to make them feel like local governments and businesses are also interested in working with them to fill any gaps. Ms. Graziano said these institutions are a resource that is not being utilized.

Mr. Setliff said he was impressed with the diversity of each institution. He said there is a wide variety of opportunities available to students. He said one of the things that needs to be addressed is the fact that many of the students leave the Region after they graduate. He said he felt efforts need to be made to recruit graduates to stay in the Region to work in local business and governments.

Mr. Crum followed up on Mr. Setliff's comments by saying the CRC made a presentation to a group of students from the University of Richmond, and this past week, a presentation was given to 60 interns living and working in Richmond for the summer (Y-Richmond). The majority of both groups were not from the Richmond Region and about 90 percent of the students in both groups indicated that if they could find suitable employment, they would stay in the area after graduation.

Mr. Fabricant asked if Y-Richmond was connected with the Richmond Chamber. Mr. Crum said that was correct. Mr. Fabricant said work should be done in

cooperation with the Chamber to be involved with future discussions held with the higher education institutions.

Mr. Kaechele said the panel participants indicated they represent about 88,000 students. He said he had never seen that utilized in any economic development efforts.

Mr. Jewell said that even though he did not attend the event, he thinks the talent represented by the student bodies at each institution is not effectively utilized. He said some of the area superintendents have come together to question the SOLs. He said there are some advance placement students who need to attend community college for remedial classes.

Ms. Durfee said she feels a planning group should be created to coordinate bridging the gaps between each institution. She said each institution has something that is not available at the other institutions, such as the manufacturing engineering degree which is unique to Virginia State University. Coordinated efforts to mesh these strengths are needed.

Mr. Pollard said he was very impressed with the event and the information presented. He said many students are better suited to community college for certain work skills. Mr. Pollard said many communities have a need for specific types of employees and these skills can be learned at the community colleges. All of the area's higher education institutions have a lot to offer and this talent needs to be tapped.

Chairman Trout suggested that local economic development offices should work closely with schools to determine what skills are needed in the community.

Mr. Butler said the institutions' presidents are the drivers for economic development. He indicated that some are doing a better job in this area than others.

Ms. Durfee said the next step should be to continue the dialogue and the role of the RRPDC in this effort needs to be determined.

Mr. Gordon said he feels this discussion can continue through the CRC.

Mr. Crum said he will take this feedback to the CRC members to see what can be developed to continue the dialogue.

D. Appointment of FY 12 Standing Committees

Chairman Trout noted that he had made appointments to each of the FY 12 Standing Committees. The list is included in the agenda book under Tab 6 for

membersø information. All members listed have agreed to serve on the committees.

E. Cancellation of August Meeting

Chairman Trout indicated that traditionally the August meetings are cancelled if there are no items brought forward that need discussion. He said the Executive Committee has recommended that the August meetings be cancelled.

Ms. Durfee made a motion that the August Commission meeting be cancelled. The motion was seconded by Mr. Jewell. There was no additional discussion and the motion was passed unanimously.

V. OTHER BUSINESS

A. Committee Reports

There were no committee reports.

B. Announcements

Ms. Winans announced that Hanover tomatoes are available for members in the back of the room.

Chairman Trout announced that the Large and Small Jurisdictions Committees will hold a joint meeting on July 25.

VI. ADJOURNMENT

There being no further business to come before the Commission, Chairman Trout adjourned the meeting at approximately 2:25 p.m.

Robert A. Crum, Jr.
Executive Director

Stran L. Trout
Chairman