

AT A WORK SESSION OF THE ROCKBRIDGE COUNTY BOARD OF SUPERVISORS  
HELD AT THE VIRGINIA HORSE CENTER AT  
487 MAURY RIVER ROAD, LEXINGTON, VIRGINIA  
ON TUESDAY, NOVEMBER 4, 2020 AT 9:00 A.M.

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BOARD MEMBERS PRESENT: D. E. LYONS  
R. W. DAY  
L.E. AYERS  
D.B. MCDANIEL  
A.J. "JAY" LEWIS, II.

COUNTY ADMINISTRATOR: SPENCER H. SUTER

COUNTY ATTORNEY: VICKIE L. HUFFMAN (Via teleconference)

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CALLED TO ORDER:

Chairman Lyons called the meeting to order at 9:00 A.M. and gave the floor to Mr. Suter.

Mr. Suter provided a presentation, beginning with a review of the Board's Mission, Vision and Values statements:

Vision:

We, the members of the Rockbridge County Board of Supervisors, envision a community defined by first class educational programs for youth and adults, enhanced through widespread and quality access to broadband connectivity; where our citizens enjoy a healthy, safe environment, and where rural character, scenic beauty and agricultural roots are respected, protected and balanced with sensible and managed growth to include high technology development and promotion of local agriculture and outdoor recreation as part of the economic base; and where the levels of services provided meet or exceed the expectations of our residents at every level;

and where our youth and succeeding generations can grow, play and economically thrive.

### Mission

We have a mission to provide leadership, responsibly allocate resources, and establish policies which will promote safety, protection of our rural environment, education, and managed growth in a manner which is at all times open, honest and respectful.

### Values

In every interaction and decision will adhere to the tenets of: Integrity, as the foundation for all that we do, Openness, in the conduct of all public business, Mutual Respect, for the citizens we serve, the staff we employ, and for each other, Innovation and Adaptability, as we encounter challenges or opportunities, whether they be large or small. Humility, as we exercise leadership, Accountability, at all times and for every action or outcome, and Loyalty, in word and deed to each other and our community.

Mr. Suter then provided an overview of the current economic development climate, which includes an increasing shift to the need for ready product (buildings and shovel-ready sites), "quality of place" (an extension of quality of life), and workforce.

He then provided an overview of challenges and opportunities for Rockbridge:

Challenges:

- Product
  - o Building ready / shovel ready sites
- Utilities
  - o Natural Gas

- o Water/Sewer
- Workforce
  - o Low Unemployment
  - o Workforce Training
  - o Childcare
- Dedicated Staffing
  - o Staff focused solely on economic development

Opportunities:

- Private Sector
  - o Strong Entrepreneurship
- Transportation network
  - o Two Interstate Corridors
- Quality of Life / Quality of Place
- Educational Opportunities
  - o Quality K-12
  - o Four Institutes of Higher Learning
- Broadband
  - o Increasing opportunities and grants
  - o Data Boom - Telework opportunities

The Board then discussed various aspects of challenges and opportunities, and what "quality of place / life" looks like for different segments of the population (youth, families, retirees). The discussion included comparisons to localities north and south along the I-81 corridor and the fact that some of the localities had expanded their utilities and manufacturing base many years ago. The Board agreed on a goal to move

ahead with a dedicated focus on economic development, with staffing dedicated to that purpose.

After a brief break at approximately 11:00, Mr. Suter asked the Board for feedback on the following questions relative to a department of economic development:

- What does the Board envision?
- What are expected Outcomes?
- What are measurement metrics?
- What size of the department is envisioned?
- At What technical level should a position or positions be?
- What is the anticipated budget that the Board would be willing to support?
- What implementation schedule is envisioned?

After discussion, the Board determined that, in order to provide additional feedback, members would like to see position descriptions for economic development positions from other localities. Mr. Suter noted that he would confer with Human Resources Manager Heidi Hoke and provide the information to the Board.

**Adjournment:**

At 12:05 p.m., Supervisor McDaniel moved to adjourn. Supervisor Lewis provided the second, and the motion carried by unanimous vote by the Board.

Ayes: McDaniel, Day, Lewis, Ayers, Lyons  
Nays: None  
Absent: None  
Abstain: None