

AT A MULTI-JURISDICTIONAL MEETING OF THE ROCKBRIDGE COUNTY BOARD OF SUPERVISORS, ROCKBRIDGE COUNTY ECONOMIC DEVELOPMENT AUTHORITY, LEXINGTON CITY COUNCIL, BUENA VISTA CITY COUNCIL, LEXINGTON INDUSTRIAL DEVELOPMENT AUTHORITY AND BUENA VISTA INDUSTRIAL DEVELOPMENT AUTHORITY. VIRGINIA HORSE CENTER LOCATED AT 487 MAURY RIVER ROAD, LEXINGTON, VIRGINIA ON MONDAY, SEPTEMBER 20, 2021 AT 6:00 P.M.

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

COUNTY ADMINISTRATOR: SPENCER H. SUTER

CALLED TO ORDER:

Chairman Lyons called the meeting to order at 6:45 p.m. after a brief introduction by Tracy Lyons and a presentation by Anne Herring on the REDI report. Ms. Herring, representing USDA Rural Development, discussed the importance of regional cooperation and then reviewed the priorities established by the REDI grant process. She noted that the report is based on input from community forums, Boards, Councils, and the Chamber Economic Development Committee. The audience was asked to rank the following priorities: 1. Workforce education, retention. 2. Business retention, attraction, and support. 3. Infrastructure improvements to include broadband, water, sewer, and roads. 4. Capitalization of regional assets. Each table was also asked to discuss a topic during dinner, and then each table recapped their discussions. Those discussions included the need for talent attraction and retention. Education and workforce training were

named as key components to talent attraction and retention and promote the area's quality of life. Also mentioned was the improvement and development of infrastructure. Business retention, expansion, recruitment, and establishing solid connections with local higher education institutions are necessary. Housing and recreational sports fields are needed. Tourism capitalizes on regional assets. Leveraging what we have as related to businesses and outdoor recreational assets is critical. Capitalize on our transportation system since we are at the intersection of two major interstates and promote our assets. The final, edited REDI document will be completed. A flyer and a summary were available to everyone following the meeting.

The meeting concluded with a presentation by the leadership team of Rockbridge Outdoors. An updated strategic plan, including the new logo, was presented. Rockbridge Outdoor Chair Jim Jones (Natural Bridge State Park) presented with Chuck Smith, Lexington city representative, and James Dick, vice-chair and Washington and Lee University representative. Over 40 member organizations, agencies, and individuals are involved in this initiative. Mr. Jones indicated that all the natural outdoor assets and recreational opportunities in the area had seen a lot of growth. The updated strategic plan was reviewed. The plan includes projects such as new trails, signage implementation, bike routes, water routes, and more. One new feature is the Maury River Trail Guide. The updated strategic plan will provide the region with a path forward in utilizing regional outdoor recreational assets.

Adjournment:

Supervisor Ayers moved to adjourn. Supervisor McDaniel provided the second, and the motion carried by the following roll call vote by the Board:

Ayes: Ayers, McDaniel, Day, Lyons

Nays: None

Absent: Lewis

Abstain: None