

AT A CONTINUED MEETING OF THE BOARD OF SUPERVISORS OF ROCKBRIDGE COUNTY
VIRGINIA, HELD IN THE COUNTY ADMINISTRATION BUILDING,
150 SOUTH MAIN STREET LEXINGTON, VIRGINIA,
ON SATURDAY, JANUARY 10, 2015, AT 9:00 A.M.

PRESENT: CHAIRMAN J.M.HIGGINS
MEMBERS: R.R.CAMPBELL, R.S.FORD, A.W.LEWIS, JR., D.W.HINTY, JR.
CLERK TO BOARD: SPENCER H. SUTER
OTHER: JERRY BURGESS

Call to Order

Chairman Higgins called the Board Retreat to order at 9:10 A.M.

Board Retreat

County Administrator Spencer Suter welcomed the Board and thanked all for attending. He provided an overview of the meeting's purpose which was to:

- Focus on Economic Development
- Review progress since the 2013 Board Retreat
- Revisit the Strategic Priorities and modify as deemed appropriate

Retreat Facilitator Jerry Burgess reviewed the Board's Mission-Vision-Values Statement from 2013. The Board discussed and agreed that the document remains valid and complete and that no adjustments were necessary.

Mr. Suter then reviewed each strategic priority with the Board. Good progress was noted in all areas except economic development. There were no items added to the list of priorities; however, the existing list was adjusted to reflect the following statements moving ahead:

1. Proactively position the County to create and subsequently take full advantage of economic development opportunities in a nimble to responsive fashion.
2. Continued exploration of all opportunities for regional cooperation which are operationally and economically sensible and in the best interest of our citizens, with a focus on consideration of the potential to revisit major agreements such as the Annexation and Immunity Agreement with the City of Lexington.
3. Remain dedicated to ensuring the long-term viability of the County through proactive financial planning, with a focus on an ever-improving budget process.
4. Continued dedication to a local solution to regional waste.
5. Continued dedication to provision of Fire and EMS services which meet or exceed the expectations of the public served.

After review and amendment of the Strategic Priorities, the meeting was turned back over to Mr. Burgess, who began a more detailed discussion on economic development. The discussion included the following key points:

- Potential to rename the Department of Community Development to the Department of Community and Economic Development, in order to provide greater exposure to a key focus of the department.
- General guidelines for economic development
- Identification of all key players on an Economic Development Team and their respective roles
- Focus on existing business' needs

- Need for immediate development and implementation of existing business contact plan
- Focus on new or expanded business incentive policy
- Consideration for Return on Investment (ROI) by the County

Further discussion resulted in agreement on steps moving ahead. Those steps included:

1. Re-adoption/affirmation of the slightly revised Strategic Priorities.
2. Define Rockbridge Economic Development Team and roles.
3. Define Existing Business Program (including intent and purpose). List parameters for inclusion and develop draft list to include contact info.
4. Develop and memorialize incentive guidelines, to include consideration of expedited inspections, permit fee abatement, assistance with engineering costs, revenue anticipation grants, utility extension, assistance navigating and coordinating with the state's incentive programs (Governor's Opportunity Fund, Virginia Incentive Fund, etc.).

Mr. Burgess agreed to take the information gathered from the retreat and work with Mr. Suter to develop written recommendations on items 1-4 above to present to the Board for consideration.

Mr. Suter agreed to present the revised Strategic Priorities to the Board for adoption at the Board of Supervisors January 26, 2015 meeting.

Adjourn

With no further business to discuss, the Board Retreat adjourned at 4:10 P.M. by unanimous vote by the Board.