

**Virginia Tobacco Region Revitalization Commission
Strategic Planning Committee Meeting
The MET, Patrick & Henry Community College
67 Motorsports Drive, Martinsville, Virginia 23112
Thursday, October 26, 2024
9:00 a.m.**

Commissioners Present

Mr. Edward Blevins, Chair

Honorable Frank M. Ruff, Jr., Vice-Chair

Secretary Matthew Lohr

Delegate Daniel W. Marshall, III

Secretary Caren Merrick

Honorable William A. Pace

Mr. Walter “Buddy” Shelton

Absent

Ms. Gretchen Clark

Delegate Terry G. Kilgore

Mr. Arthur “Dale” Moore

Senator Todd E. Pillion

Staff

Honorable James Campos

Mr. Stephen Versen

Mr. Jordan Butler

Ms. Adrian Chapman

Ms. Hannah Franke-Fuller

Ms. Vicki Humphreys

Ms. Stephanie Kim

Mr. Jerry Silva

Ms. Roz Stein

Ms. Sara Williams

Counsel for the Commission

Ms. Elizabeth Myers, Assistant Attorney General

Guests

Dr. Scott Tate, Associate Director, Virginia Tech Center for Economic and Community
Engagement

Dr. John Accordino, Professor, Department of Urban Studies and Planning, Virginia
Commonwealth University

Strategic Planning Committee Chair Blevins opened the meeting at 9:02 a.m. Director Campos called roll.

Commissioner Ruff moved to approve the minutes from the previous Strategic Planning Committee meeting on September 5, 2023; Commissioner Marshall seconded the motion; all members present voted to approve.

The meeting was opened to public comment, and there was none.

Campos gave an overview of the necessity and value of the Strategic Plan that staff has created for the Commission.

Deputy Director Versen gave a summary of the current planning process for the Strategic Plan and introduced Dr. Scott Tate, who is leading the development team, and Dr. John Accordino, who is working with Tate on the process.

Tate and Accordino each gave a presentation to the Committee, which included information about their team and its background and about the process they are undertaking for the Commission's Strategic Plan. Committee members engaged in a discussion with Tate about the best ways to make the strategic plan successful.

Cox asked how the VT team will capture the Commission's impacts for citizens living in the footprint. Tate outlined the approach to gathering input from stakeholders and acknowledged that they are still working on a plan to measure impacts on citizens.

Marshall asked how many stakeholder meetings they will hold. Tate said that they'll start with a first round of 3 to 4 meetings, followed by a second round. Marshall responded that, because the footprint is so large, the chance of missing individual stakeholders will be high and suggested adding virtual meetings to the schedule so more people could attend.

Morefield suggests working with county administrators to learn the priorities of the public and approaching a few of the top employers in the regions to learn their priorities, adding that giving these participants a deadline to provide their feedback would also be helpful to the process.

Merrick asks whether it would be possible to accelerate the 9-month timeline to 6 months because of the urgency of providing impacts to the footprint and requests an update at the next meeting; Tate is open to expediting the process and plans to give an update at the January meeting.

Blevins adjourned the meeting at 10:18 a.m.