

**Tobacco Region Revitalization Commission
Strategic Planning Committee
Roanoke Higher Education Center, 108 N. Jefferson Street, Roanoke
May 8, 2025 at 12:00pm**

Committee Members Present

Mr. Edward Blevins, Chair	Delegate Terry Kilgore	Mr. William Pace (remote)
Deputy Secretary Maggie Beal	Secretary Matt Lohr	
Ms. Gretchen Clark (remote)	Delegate Daniel Marshall (remote)	

Committee Members Absent

Mr. Dale Moore	Senator Todd Pillion	Mr. Walter Shelton
----------------	----------------------	--------------------

Other Commissioners Present

Senator Lashrecse Aird	Secretary Matthew Lohr	Mr. Hampton Wilkins
Ms. Amanda Cox	Delegate James W. Morefield	
Secretary Stephen Cummings	Deputy Secretary Jason Powell	

Staff

Executive Director James Campos	Ms. Sarah Capps	Mr. Jerry Silva
Deputy Director Stephen Versen	Ms. Adrian Chapman	Ms. Roz Stein
Mr. Warren Bryson	Ms. Stephanie Kim	Ms. Emily Van Pelt
Mr. Jordan Butler	Ms. Suzette Patterson	Ms. Sara Williams

Counsel for the Commission

Ms. Elizabeth Myers

Guests

Dr. John Accordino	Dr. Scott Tate
Dr. Sheryl Bailey	Dr. Elli Travis

Commissioner Blevins called the meeting to order at 2:08 p.m.

Deputy Director Versen conducted roll call and determined a quorum was not present.

Blevins asked for public comment; there was none.

Because there was no quorum, the Committee took no actions. However, they did receive a presentation from the Virginia Tech consultant team on recommendations for the Commission's five-year strategic plan. Campos gave an overview of the importance of the strategic plan.

Dr. Tate began the presentation, entitled "Strategic Priorities for Transformation: Insights and Dialogue with the Virginia Tobacco Region Revitalization Commission" (*available on the TRRC website*). He gave a brief overview of the process of collecting data from stakeholders at all levels in the tobacco footprint. The team has organized its strategic plan recommendations around three themes that grew out of analyzing stakeholder input and presented on each: organizational effectiveness and collaboration; strategic focus and regional impact; and financial stewardship.

Commissioner Cox asked about next steps moving forward. Versen outlined the plan to have a strategic plan document available for this committee to review and finalize between the 2025 Spring and Fall Commission meetings, with the final plan being presented at the Fall meeting for approval by the full Commission. They discussed possibly having another committee meeting at the Spring meetings in Bristol on May 20-21.

Blevins pointed out that the information in the presentation will allow the committee to learn where the Commission's work has been more or less effective. He believes that the committee will be able to use the data to drill down on the areas that need focus.

Versen responded to the financial stewardship section of the presentation by highlighting the benefits of the Commission engaging in long term financial planning regardless of the rate it decides to spend down its funds.

Commissioner Cummings asked about other successful financial models that may help inform the Commission's planning. Tech is looking at other models, such as North Carolina's Golden Leaf Foundation. Versen added that the Commission will be able to work with the Foundation for the Advancement of Southern and Southwest Virginia to stretch Commission dollars in the future.

Tate closed by requesting feedback from committee members as they consider this information. Ms. Kim added that they are looking for guidance on which of the five financial scenarios the Commission wants to pursue moving forward.

Cox suggested adding a meeting of this committee to the Spring meeting schedule and inviting the full Commission to attend so that all commissioners can see this information and make more informed decisions about the plan. Blevins agrees that the next meeting will be critical to determining the specific content of the strategic plan.

Blevins closed by thanking everyone who has been working on the strategic plan and adjourned the meeting at 3:17 p.m.