

**Economic Development and Community Partnerships
Strategic Planning Sub-Committee
Co-Chairs: Laura Jacobsen and George Low**

**Minutes
January 24, 2017**

Present: Joe Carpenter, Sharon Gilbert, Nadine Hartig, Rhett Herman, David Horton, Laura Jacobsen, Stephanie Jennelle, Prahlad Kasturi, Jackie McNabb, Jeff Price, David Ridpath, Susan Trageser

Not Present: Josh Carroll, Lawrence Davin, George Low, Chris Moore, Benny Skeens, Skip Watts, Erik Westervelt

Minutes Recorded by Nadine Hartig.

- I. Minutes from 1-17-17 were approved.
- II. Recap of Community Forum held 1-19-17
 - a. We were thrilled with how well the forum went. There was great community connection, excitement, and ideas.
 - b. We had 70+ people attend.
 - c. We thank Rhett Herman for taking the notes. We discussed how to disseminate the notes. We will send the notes out to those who attended and submitted their email address.
 - d. There will be an article written about the forum by Radford University and possibly the local newspaper.
 - e. Highlighted concepts of storefront improvement and well-planned development of riverfront.
- III. Final Planning for Campus Forum this afternoon at 3 p.m. in Planetarium
- IV. Additional comments about information collected from forums and surveys: Laura Jacobsen discussed the need to ensure our recommendations address both local goals and broader goals. Joe Carpenter discussed the difference between tactical and strategic ideas ('tactical' is a set of specific recipes to accomplish individual tasks, while 'strategic' is a much larger vision containing tactical strategies/items). Also, we discussed creating a point person at the University to connect people to our talented students and faculty. Hotel was also discussed as a needed resource in our community.
- V. Other outreach efforts:
 - a. David Ridpath will bring community surveys to Regional New River Budget meeting.
 - b. Jeff Price will bring community surveys to Montgomery County Chamber.
 - c. David Horton will bring community surveys to Radford City Chamber.

- d. We may want to invite different groups to our subcommittee meetings.
 - e. We also may want to divide up the outreach groups/people between subcommittee groups members and set up interviews.
 - f. Other groups we wish to solicit ideas from:
 - i. Roanoke Blacksburg Technology council (<https://rbtc.tech/>)
 - ii. Joe Carpenter is collecting a list of possible groups/people we wish to outreach to. (e.g. leaders of different economic alliances)
 - iii. K-12 school districts in the region
 - iv. Regional political leaders (Joseph Yost)
- VI. Prahlad Kasturi shared an article from researchers at Drexel University.
<http://drexel.edu/civicengagement/neighborhood/overview/>
- VII. Next meeting: January 31 at 8am in the COBE Dean's Suite.