



MINUTES

The combined November – December meeting of the Roanoke Valley Alleghany Regional Commission was held on Thursday, December 16, 2021 at 3:00 p.m. at the Roanoke Valley-Alleghany Regional Commission office, 313 Luck Avenue, SW, Roanoke, VA.

VOTING MEMBERS ATTENDING

Joan Vannorsdall	Alleghany County
Gary Larrowe	Botetourt County
Billy Martin, Sr.	Botetourt County
Dean Martin	Roanoke County
Dan O'Donnell	Roanoke County
Phil North, <i>Vice Chair</i>	Roanoke County
David Radford	Roanoke County
Lee Osborne	Roanoke County
Krystal Onaitis	City of Covington
Allan Tucker	City of Covington
Dr. Elda Stanco Downy	City of Roanoke
Joseph Cobb	City of Roanoke
Dawn Erdman	City of Roanoke
Peter Volosin	City of Roanoke
Jim W. Wallace III	City of Salem
Denise King	City of Salem
Mayor Bradley Grose, <i>Chair</i>	Town of Vinton
Richard "Pete" Peters	Town of Vinton
Robert Wood	Town of Rocky Mount

VOTING MEMBERS ABSENT

Shannon Cox	Alleghany County
Pete Huber	Alleghany County
Steve Clinton	Botetourt County
Erin Henderson	Botetourt County
Dan Collins	Craig County
Jesse Spence	Craig County
Ronald Mitchell	Franklin County
Mike Carter	Franklin County
Roy Enslow	Franklin County
Lorie Smith	Franklin County
Chris Whitlow	Franklin County
Kevin Hutchins	Roanoke County

Member Governments: Counties of Alleghany, Botetourt, Craig, Franklin, and Roanoke, Cities of Covington, Roanoke and Salem, Towns of Clifton Forge, Rocky Mount and Vinton

VOTING MEMBERS ABSENT (Cont'd)

Robert Jeffrey	City of Roanoke
Stephanie Moon Reynolds	City of Roanoke
John Saunders	City of Salem
Chuck Unroe	Town of Clifton Forge
Pam Marshall	Town of Clifton Forge
Mark Newbill	Town of Rocky Mount

1. WELCOME, CALL TO ORDER, INTRODUCTIONS

Chair North called the meeting to order at 3 p.m. A quorum was present.

Others: Richard Caywood, Roanoke County; David Blount (virtually), Virginia Association of Planning District Commissions (VAPDC); Steve Laymon, Hollins University.

Staff: Sherry Dean, Bryan Hill, Jeremy Holmes, Virginia Mullen, Gabriel Irigaray, Andrea Garland, Rachel Ruhlen (virtually), Tim Pohlads-Thomas (virtually); Amanda McGee (virtually).

2. APPROVAL OF CONSENT AGENDA ITEMS

The Consent Agenda items were as follows:

- A. Approval of Agenda
- B. September 23, 2021 Minutes
- C. Ratification of RVARC Virtual Minutes from May 28, 2020 through June 24, 2021
- D. Financial Reports Ending November 30, 2021

MOTION: by David Radford to approve items (A), (B), (C) and (D) under the consent agenda, as presented. The motion was seconded by Billy Martin.

Regional Commission Action: Motion carried unanimously.

3. REMARKS BY THE CHAIR

- Chair North congratulated current Roanoke County Administrator Dan O'Donnell on his retirement. Chair North also congratulated the future Roanoke County Administrator Mr. Richard Caywood as of February 1, 2021.
- Chair North congratulated Commission member Dr. Elda Stanco-Downey of the City of Roanoke for her recognition by Senator Tim Kaine during Hispanic Heritage Month. Dr. Stanco-Downey was recognized by the Senator at an event in Richmond on Friday, September 24th as part of the United States Senate Special Recognition for exceptional commitment and contributions to Virginia Latin community.
- Chair North reported that in effort to get to know our member governments better, the Regional Commission is inviting representatives from each

community to spend some time at upcoming Commission meetings to discuss specific opportunities, challenges, events, and other items of interest facing their localities. This will be an opportunity for members to share information of interest and importance with their peers and will serve as a sort of orientation for both new and existing members to refamiliarize themselves with our neighbors. The intention is to feature one locality per Commission meeting over the next year or so, as time allows. There will be a joint presentation by Alleghany Highlands communities of Clifton Forge, Covington, and Alleghany County at the January RVARC Meeting. Chair North will be reaching out to other members to develop the schedule for the rest of the year.

4. **PRESENTATION FROM THE VIRGINIA ASSOCIATION OF PLANNING DISTRICT COMMISSIONS**

David Blount, Executive Director of the VAPDC, presented an overview of the work and activities of the Virginia Association of Planning District Commissions (the PowerPoint presentation is included in the Minutes).

5. **PRESENTATION FROM HOLLINS UNIVERSITY**

Chair North introduced Mr. Steve Laymon, Vice President for Graduate Programs and Continuing Studies for Hollins University. Before coming to Hollins, Mr. Laymon was at the Virginia's School of Continuing and Professional Studies, where he worked in several capacities since 20214, including three years as interim dean. He expanded the school's online footprint, and designed and built the school's first master's degree, the Masers in Public Safety, designed to create the next generation of community-minded police executives and public safety managers. Mr. Laymon holds a Ph.D. in political science from the University of Chicago, where he also earned an M.A. in international relations.

Steve Laymon presented an overview of the graduate programs, continuing studies and community engagement (the PowerPoint presentation is included with the Minutes).

6. **EXECUTIVE DIRECTOR'S REPORT**

- Mr. Holmes introduced new Regional Commission staff: Ms. Andrea Garland, Ride Solutions Director; Mr. Niles Comer, Director of the Roanoke Valley Collective Response; and Emma Howard-Woods, Project Manager of the Roanoke Valley Collective Response.

7. **ACTION NEEDED: APPROVAL OF FY22 REVISED BUDGET**

Chair North reported that the FY22 revised budget was distributed with the agenda packet (pages 44 and 45). Mr. North noted that the Executive Committee met on November 18 to discuss the proposed FY22 revised budget and recommended its approval.

MOTION: by Lee Osborne to approve the FY22 revised budget, as presented. The

motion was seconded by Billy Martin.

Regional Commission Action: Motion carried unanimously.

8. ESTABLISHMENT OF WORK PROGRAM COMMITTEE

Chair North noted that each year, the Commission appoints a Work Program Committee at the December meeting. The purpose of the Work Program is to work with the Commission staff and Executive Director to carefully review our various required projects, and those projects submitted to the Commission for consideration each spring, to determine which projects can be accommodated based on the Commission's resources and their overall regional impact. This year, the work of the Work Program committee will be particularly important, as the Commission seeks to review its overall work program submission process to assure that projects meet our strategic regional goals, and to assure the Commission's capacity and flexibility in meeting project needs both in planning for the next fiscal year as well as over the course of the year itself. The first meeting of the Work Program committee will immediately follow the regular Commission meeting in January.

Chair North asked the following Commissioners to serve on the Fiscal Year 23 work program committee:

- **Chair, Billy Martin, Botetourt County**
- Pete Huber, Alleghany County
- Dan Collins, Craig County
- Christopher Whitlow, Franklin County
- David Radford, Roanoke County
- Allan Tucker, Covington
- Jim Wallace, Salem
- Pam Marshall, Clifton Forge
- Robert Wood, Rocky Mount
- Pete Peters, Vinton
- Dr. Elda Stanco Downey.

Mr. Joe Cobb commented that the City of Roanoke does not have a representative and nominated Dr. Elda Stanco Downy. Dr. Stanco Downy accepted the nomination. Mr. Jeremy Holmes apologized for the mistake.

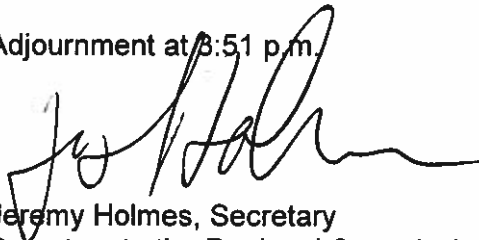
9. OTHER BUSINESS

No other business was discussed.

10. COMMENTS FROM COMMISSION MEMBERS AND/OR THE PUBLIC

Chair North noted that the meeting dates for the Regional Commission's meetings are listed on page 43 of the agenda.

Adjournment at 8:51 p.m.

A handwritten signature in black ink, appearing to read 'Jeremy Holmes', written over the text 'Adjournment at 8:51 p.m.'.

Jeremy Holmes, Secretary
Secretary to the Regional Commission

Virginia Association of Planning District Commissions (VAPDC) December, 2021



1

About VAPDC

History of PDCs

- 1966--Metropolitan Areas Study Commission (the Hahn Commission) recommended a new concept, the creation of Planning District Commissions (PDCs)
- 1968--Virginia Area Development Act (VADA) approved (1995—Regional Cooperation Act)
- Created the PDC framework "to encourage and facilitate local government cooperation and state-local cooperation in addressing on a regional basis problems of greater than local significance"

2

About VAPDC

What is VAPDC?

- The Virginia Association of Planning District Commissions (VAPDC), established in 1987, is an organization (nonstock corporation) comprised of the 21 Planning District Commissions/Regional Councils.
- The purpose of the Association is to promote coordination and cooperation among the PDCs/RCs to heighten their effectiveness and efficiency; provide mutual assistance and the exchange of ideas; and promote understanding for how PDCs/RCs can help save their regions and the Commonwealth time and money.

3

About VAPDC

VAPDC Structure

- Officers are President, Vice-President, Second Vice-President, and Secretary/Treasurer; elected at annual meeting (July) for a one-year term
- Board of Directors of eleven (11) directors; these are the four (4) officers, the immediate past president and six (6) additional directors, all of whom are elected at large at the annual meeting
- The Board contracts for association management services and part-time Executive Director services.

4

About VAPDC

Current Leadership

- **President:** Kim Callis, Southside PDC
- **First Vice President:** Lou Wallace, Cumberland Plateau PDC
- **Second Vice President:** Martha Heeter, PlanRVA (Richmond Regional PDC)
- **Secretary/Treasurer:** Kevin Byrd, New River Valley RC

5

About VAPDC

Work of VAPDC

- **Committees:**
 - **Program**—develops conference and training session programming
 - **Executive Directors**—regular meetings for interacting with state agency partners and peer discussion
 - **Awards Committee, Nominating Committee**
- **Annual Leadership Retreat**—Staff skills/PDC Education; Relationships/Interactions; Outreach

6

About VAPDC

Activities

- **Two conferences: Annual Conference in July and Winter Conference during General Assembly**
- **COVID: Two virtual Summer Series—provided timely, interactive sessions on tourism, transportation, affordable housing, broadband and federal partnerships**
- **Winter Series—General Assembly, economy, economic development**
- **Summer Training Conferences**

7

About VAPDC

Activities

- **Senator Warner session on the Infrastructure Investment and Jobs Act**
- **NADO Winter Policy Conference/Congressional briefing**
- **State level collaboration: Virginia Housing program; JLARC study of affordable housing; DEQ/WIP; Virginia Department of Health; Virginia Department of Emergency Management**

8

About VAPDC

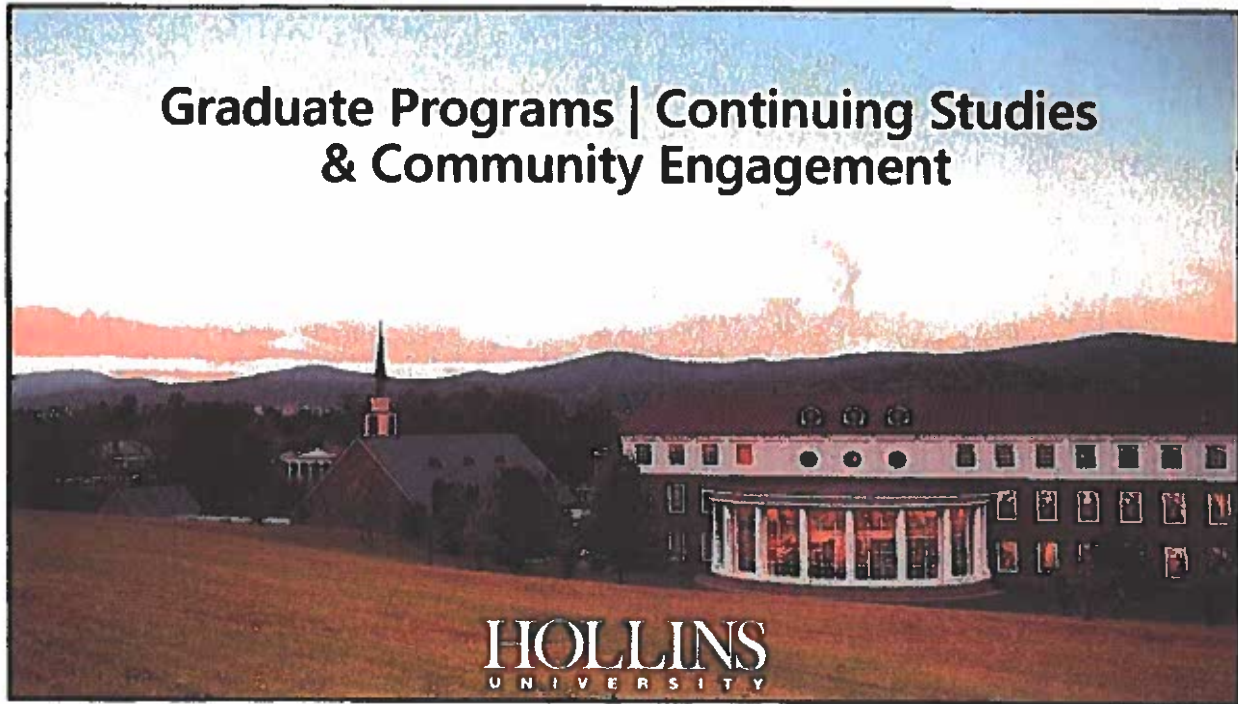
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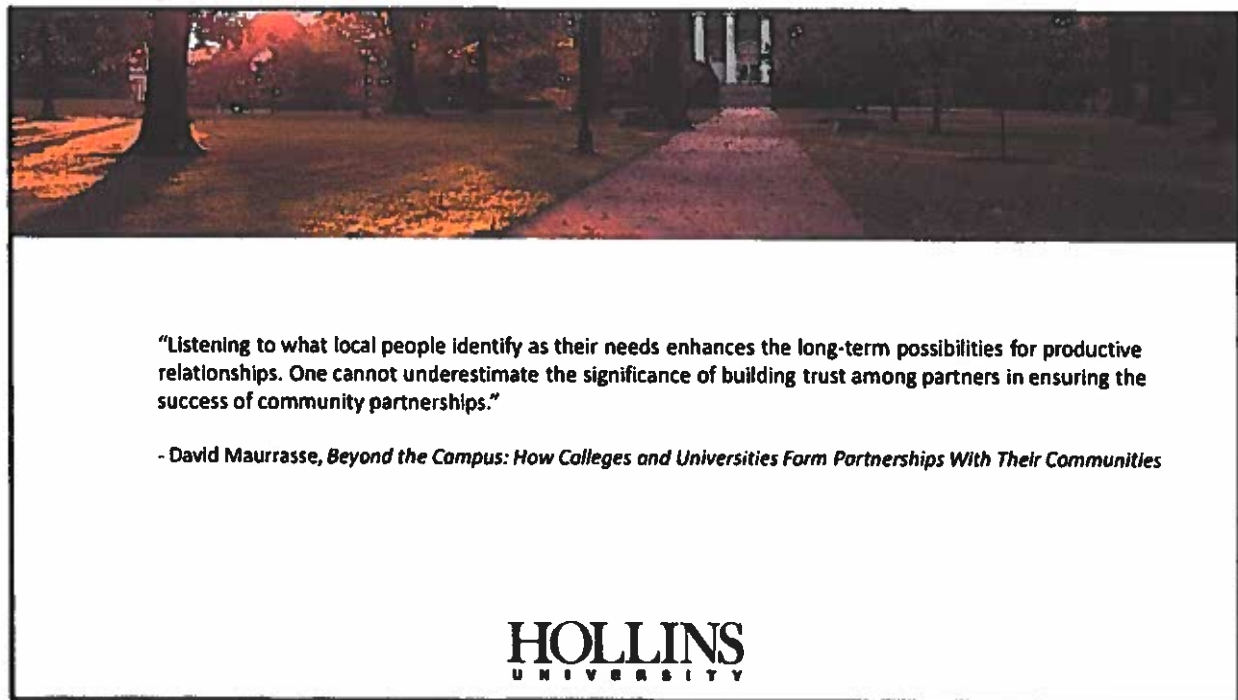
David Blount, Executive Director

434-422-4820

dblount@tjpd.org



1



2

- The Hollins of 2021 is racially, ethnically, and socio-economically diverse.
- Batten Leadership Institute Executive Education has provided leadership training to the City of Roanoke, Roanoke County, the Roanoke County Public Library, the Roanoke County Sheriff's Office, the United Way of Roanoke Valley, Carilion Clinic, and a long list of local businesses.
- MAT and MATL have educated and provided a path for licensure for teachers in Roanoke City and County Public Schools.
- Deep collaborative ties in the arts, including the MFA in Playwriting's decade long relationship with Mill Mountain Theatre.
- Deep expertise in shaping women for leadership roles.
- Wide range of local internships for Hollins students; 28 in 2018, the last year we have data.
- The new HOPE scholarship.
- (Under construction) MA in Equity and Healthcare.
- Imagination Campaign certificates with particular interest to local communities, like GLAM and Sports Management.
- Desire to collaborate with local partners to develop graduate-level certificates in Outdoor Leisure, Sports-Driven Economic Development, and related fields.
- Planning for the April 2022 inauguration of our new President, Mary Dana Hinton. Includes plans for community involvement.



3



1. Share our educational offerings. Shape those offerings to meet regional needs.
2. Share our expertise.
3. Share broad access to our academic and creative resources and our art and cultural collections.
4. Share our campus as a convening space, a place to meet, to raise important questions.
5. Invest in surrounding neighborhoods (and the surrounding region).



4



1. What assets do we have?
2. How do we come out of the shadow of the pandemic (and help the Roanoke Valley accelerate into the next phase)?
3. 22% to 26% of Roanoke residents have a bachelor's degree (compared to 37% across Virginia and 32% nationally). How can Hollins improve that?
4. Can we provide micro-credentials or certificates to help new student audiences meet immediate needs and "bank" transferable credits for future degrees?
5. With whom do we build relationships?
6. Where do we offer community-oriented courses?



5



If collaboration and engagement matters, where do we start?

Roanoke's City Plan 2040



- Promotes equity
- Promotes the health and safety of residents
- Promotes sustainable innovation and growth
- Seeks to create a livable city through smart design and enhanced city services
- Seeks to promote collaboration with neighbors to improve the quality of life across the region



6



If collaboration and engagement matters, where do we start?



**United Way
of Roanoke Valley**

United Way of Roanoke Valley

Healthy communities

Early childhood education

Leadership-capacity building for their 150 or so partner organizations

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UNIVERSITY

7



If collaboration and engagement matters, where do we start?



Visit Virginia's Blue Ridge

Promote region as a metro mountain destination

Promote region for sports-related events

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8



If collaboration and engagement matters, where do we start?

Roanoke Valley-Alleghany Regional Commission Comprehensive Economic Development Strategy



Manufacturing
Healthcare and health research
Tech start-up
Outdoor Leisure

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9



Graduate Programs at a Glance



Playwriting MFA



Screenwriting &
Film Studies MA/MFA



Dance MFA



Children's Literature MA/MFA
Children's Book Writing &
Illustrating MFA



Creative Writing MFA



Liberal Studies MA (MALS)



Teaching MA
Teaching and Learning MA

10

2019-2020

The Proposal for Bolstering Graduate Programs and Continuing Studies at Hollins University has four main pillars:

PILLAR 1

Establish a separate governance body to review and approve new graduate courses and programs.

GAAC (Graduate Academic Affairs Committee)

GOAL ACHIEVED:
August 2020

PILLAR 2

Hire a vice president for graduate programs and continuing studies.

GOAL ACHIEVED:
July 2021

PILLAR 3

Meet the market where it is. Focus on adult programs, online and blended learning, and innovative program architectures like certificates.

GOAL UNDER DEVELOPMENT

PILLAR 4

Rethink the organization & architecture of graduate programs & continuing studies. Design ways for operational and academic integration with Hollins undergraduate programs and build a more dynamic programmatic identity.



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11

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12

2021 Imagination Campaign

\$8.8M raised to fund new, revenue-generating initiatives and programs

52 proposals total

- 20 Liberal Arts
- 16 Student Experience
- 13 Beyond Hollins
- 3 Market Position

32 proposals approved with funding, conditionally approved, or returned for revision and resubmission

20 proposals declined

2 New Grad Programs



MA in Equity and Healthcare



MA in Environmental Studies/Science

13



What we want:

To expand Hollins' programmatic footprint by adding quality credentials tied to skills in occupations in healthcare, tech, and outdoor leisure.

Do this in ways that reflect our academic strengths.

And contribute to regional economic development.

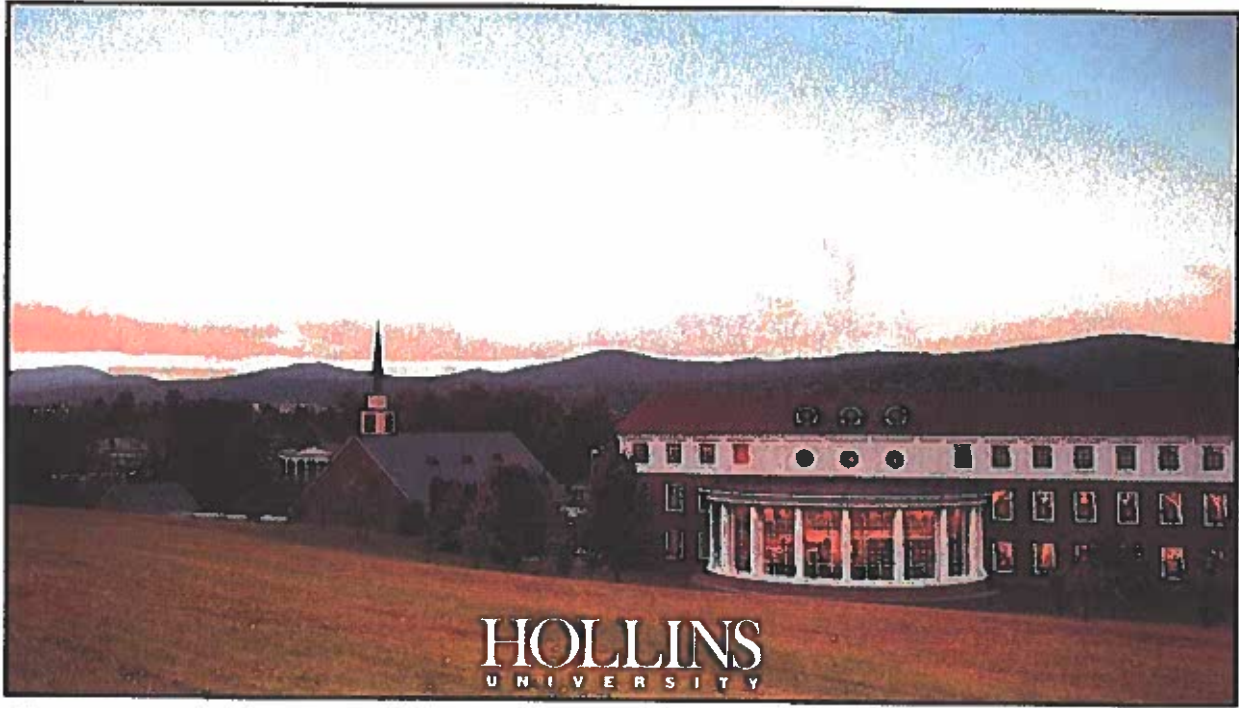
Our difficulties:

Available data tell us too little about the *kinds* of workers needed to succeed in these sectors in the Roanoke area.

We need data about the *existing regional operational infrastructures* in these sectors.

Data related to the outdoor leisure sector – the RVARC's most interesting targeted area for growth – has been especially difficult to put our hands on. It is a new occupational and economic sector and current BLS data fall us. There is no category that effectively captures the employees who work in this space. It is made up of a cluster of occupations. *Where do we make our most meaningful programmatic investments?*

14



15