



MINUTES

The March meeting of the Roanoke Valley Alleghany Regional Commission was held on Thursday, March 23, 2023, at 3:00 p.m. at the Roanoke Valley-Alleghany Regional Commission office, 313 Luck Avenue, SW, Roanoke, VA. The meeting was streamed live via the Regional Commission's Facebook page at <https://www.facebook.com/rvarc>.

1. WELCOME, CALL TO ORDER, INTRODUCTIONS

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

VOTING MEMBERS ATTENDING

Steve Clinton, <i>Vice Chair</i>	Botetourt County
Billy Martin, Sr.	Botetourt County
Lorie Smith	Franklin County
Phil North, <i>Chair</i>	Roanoke County
Dean Martin, <i>Treasurer</i>	Roanoke County
Lee Osborne	Roanoke County
David Radford	Roanoke County
Peter Volosin	City of Roanoke
Stephanie Moon Reynolds	City of Roanoke
Dawn Erdman	City of Roanoke
Barbara Duerk	City of Roanoke
Jim W. Wallace III	City of Salem
Denise King	City of Salem
Robert Wood	Town of Rocky Mount
Mayor Bradley Grose	Town of Vinton

VOTING MEMBERS ABSENT

James Griffith	Alleghany County
Reid Walters	Alleghany County
Gary Larrowe	Botetourt County
Dan Collins	Craig County
Jesse Spence	Craig County
Mike Carter	Franklin County
Joshua Gibson	Franklin County
Allen Dressler	City of Covington
Mayor Tom Sibold	City of Covington
Chris Whitlow	Franklin County
Debbie Lauder milk	Town of Clifton Forge
Chuck Unroe	Town of Clifton Forge

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



Roanoke Valley-Alleghany

REGIONAL commission

rvarc.org

313 Luck Avenue, SW | Roanoke, Virginia 24016 | P: 540.343.4417 | F: 540.343.4416 | rvarc@rvarc.org

David Clements

Town of Rocky Mount

Richard "Pete" Peters

Town of Vinton

Others Present: Marc Nelson, Roanoke City; Lisa Soltis, Roanoke City; Alicia Cundiff, Roanoke City; and Brady Woolwine, Roanoke City.

Staff: Jeremy Holmes, Bryan Hill, Jonathan Stanton, Sherry Dean, Andrea Garland, Amanda McGee, Cristina Finch, Robert Natt, Bailey Helgeson, Robin Bruns, Robert Natt, Virginia Mullen, and Elizabeth Elmore.

2. ACTION REQUESTED: APPROVAL OF CONSENT AGENDA ITEMS

The Consent Agenda items were as follows:

- A. Approval of Agenda
- B. February 23, 2023, RVARC Minutes
- C. Financial Reports Ending February 28, 2023

MOTION: by David Radford to approve consent agenda items (A), (B), and (C). The motion was seconded by Peter Volosin.

Regional Commission Action: Motion carried unanimously.

3. REMARKS BY THE CHAIR

- Chair North noted that today's meeting is being livestreamed on the Commission's Facebook page. This is part of an ongoing effort to improve public awareness of the important work undertaken by the Regional Commission.
- Chair North reported that the Regional Commission continues to be engaged with work surrounding the opioid abatement authority and Catawba Hospital, working with Delegates Sam Rasoul and Terry Austin on the best way to support this important project in this and the next General Assembly session. Chair North thanked all the Commission members and their member governments that were involved in the outreach effort this winter to encourage key General Assembly members to support this effort.
- Chair North announced that Cristina Finch, Director of Transportation, and an employee of over twelve years at the Regional Commission, will be leaving to become the principal planner behind the National Capital Region's transportation plan for the Metropolitan Washington Council of Governments.

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Ms. Finch's last day with us will be April 7th. The posting for the Director of Transportation job description as well as a Transportation Planner II position are both on the Commission's website.

4. EXECUTIVE DIRECTOR'S REPORT

- Mr. Holmes reported that he recently attended the National Association of Development Organizations annual policy conference in Washington D.C. Among opportunities to learn about economic and rural development projects and funding programs, Mr. Holmes also attended a luncheon organized by VAPDC with staffers of our congressional and senatorial delegation. Mr. Holmes shared some of the work here in the region with staff from Senator Kaine and Congressman Cline's offices, including local success with the Safe Streets For All grants and the range of work taking place under the Roanoke Valley Collective Response. Mr. Holmes noted that this was an excellent opportunity to connect with the offices of our Federal elected officials and expressed his appreciation for David Blount and the staff of VAPDC for organizing the event.
- Mr. Holmes reminded Commissioners of the RVARC's remote participation policy. There have been efforts at the state level to provide more flexibility for public bodies to host fully remote or hybrid meetings, but so far, those efforts have not been successful. In the meantime, Commissioners do have the option to attend meetings remotely up to twice a year for medical or personal reasons or may attend remotely indefinitely if their personal address is more than 60 miles from the RVARC's office. A standing request can be made once at the beginning of the year, while other requests must be made in advance to the Chair and Secretary. In all cases, a physical quorum must be present before remote attendees can participate. In addition, the law does have the option of allowing for two fully remote meetings of the Commission a year.

5. LOCALITY HIGHLIGHTS: ROANOKE CITY

Marc Nelson, Director of Economic Development, City of Roanoke, provided an update on the latest key initiatives of the Roanoke City's economic development (the PowerPoint presentation is included with the Minutes).

6. OTHER BUSINESS

A. Regional Travel Survey Project Update

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



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The Regional Commission is conducting a regional travel survey to better understand travel patterns, trip satisfaction, awareness and attitudes about transportation options, and employer assistance for commuters. Ms. Garland presented the survey goals and strategies (the PowerPoint presentation is included with the Minutes).

7. COMMENTS FROM COMMISSION MEMBERS AND/OR THE PUBLIC

Ms. Dawn Erdman commented that Virginia Mercury (online news organization) had a great article in today's edition, called "[Virginia to conduct in-depth review of SMART SCALE process](#)" and encouraged members to read it.

Mr. North announced that the 2023 SYIP meeting will be held on May 16th at 4:00 p.m. at the Salem Civic Center Community Room (1001 Roanoke Blvd. , Salem VA 24153).

Ms. Barbara Duerk shared with members the [Vinton Messenger's article](#) about the new bike rack at the Vinton Library.

Chair North (Regional Commission's representative on the I-81 Committee) provided the following update: On February 22nd Governor Youngkin, Virginia Secretary of Transportation Mr. Sheppard Miller, a group of interested delegates, and the Commonwealth Transportation Board members, met to discuss options to accelerate improvements on I-81. The timeline to complete the current identified target improvements along I-81 is such that the Commonwealth will always be playing catch up with the interstate's constantly evolving capacity needs. There was general agreement in the room that other options should be considered and that a public private partnership would be the most viable option to address these capacity needs in a timely manner. The governor has \$500,000 in the proposed budget that is still under consideration and hopefully the General Assembly will vote on it in April. In the meantime, Delegate Austin wrote to Mr. Miller and asked him to advance this matter and not to wait until the \$500,000 approval and to look into using VDOT resources to learn about an independent third-party consultant to study this issue.

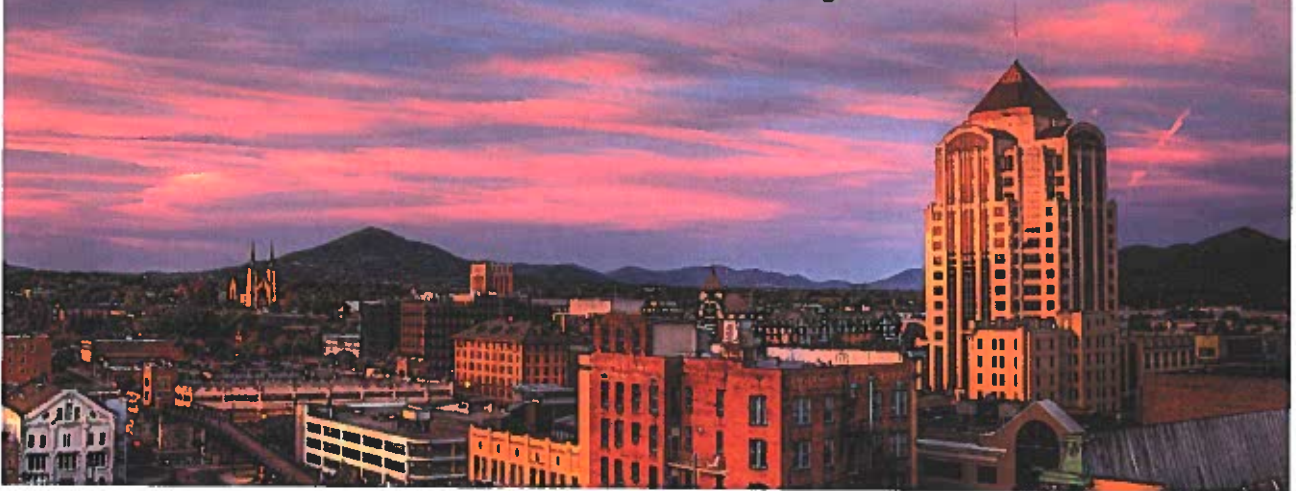
Adjournment at 3:59 p.m.

Jeremy Holmes, Secretary
Secretary to the Regional Commission

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



City of Roanoke Department of Economic Development



The Economic Development Team



Mission: To foster stable economic growth in the City of Roanoke and provide continuous improvements to the quality of life for our citizens.

The Department is comprised of
9 members:

- Director of Economic Development
- Director of Innovation
- Senior Economic Development Specialist
- Economic Development Specialists (4)
- Financial Stability Specialist
- Administrative Assistant



A Collaborative Effort



Economic Development Authority (EDA):

Braxton Naff, Chair
Duke Baldrige, Vice Chair
Williams "Bill" Poe, Treasurer
Harwell "Sam" Darby, Legal
Counsel

Ollie Howie
Stephanie Wyatt-Jones
Kermit "Kit" Hale
Tamea Franco

Strategic Regional Partners:



Downtown
Roanoke



ROANOKE -
BLACKSBURG
TECHNOLOGY
COUNCIL



ROANOKE
REGIONAL
PARTNERSHIP



GREATER ROANOKE
WORKFORCE
DEVELOPMENT BOARD



VIRGINIA'S
BLUE RIDGE
VISITVBR.COM



ROANOKE REGIONAL
CHAMBER

5 Key Initiatives of Economic Development



- Business Recruitment & Attraction
- Business Retention & Expansion
- Economic Opportunity & Community Development
- Innovation & Entrepreneurship
- Property Sale & Development



Retention & Expansion



Business Development

- Visitation program with up to 225 visits to local businesses annually
- City Manager's Monthly Business Breakfast
- Attendance at trade shows to meet with business prospects and site selectors
- BizNews and RVTV Channel 3 BizRoanoke

Asset Promotion

- Tourism – collaborate with Visit Virginia's Blue Ridge, Roanoke Outside, Downtown Roanoke, Inc., Center in the Square, Fly ROA & other entities
- Business – collaborate with the Roanoke Regional Partnership, Roanoke Regional Chamber of Commerce, Downtown Roanoke, Inc., local colleges & universities, Roanoke Valley Broadband Authority, AEP, Western VA Industrial Facilities Authority and other entities

Economic Opportunity & Community Development



Foster connectivity between workers and career paths in thriving industries and continue to enhance Roanoke's quality of life through place-making and renewal efforts

- Efforts to enhance financial literacy, including initiatives to improve economic mobility for students and workers
- Collaborate with higher education regarding workforce development initiatives
- Working collaboratively with regional partners to grow the Financial Empowerment Center (FEC) for residents, while integrating small business assistance initiatives
- Amplify place-making and revitalization across the community through an array of improvement and renewal projects.

BANK ON 
ROANOKE VALLEY
Easy, affordable banking



**Financial Empowerment Center**
Free One-on-One Financial Counseling
March 23, 2023 RVARC Mtes.

Innovation & Entrepreneurship



Partnerships with Key Entities to include:

- Roanoke-Blacksburg Technology Council “RBTC”
- Regional Accelerator and Mentoring Program “RAMP”
- Roanoke Co-Lab
- Roanoke Regional Small Business Development Center
- Roanoke Innovates and Development of The Innovation Corridor
- Fralin Biomedical Research Institute at VTC

Support for Local Educational Institutions to include:

- Fralin Biomedical Research Institute at VTC “FBRI”
- Virginia Tech Carilion School of Medicine
- Virginia Western Community College
- Roanoke Higher Education Center
- Radford University Carilion, Roanoke College, Hollins University
- Roanoke City Public Schools
- Roanoke Higher Education Center

Innovation Corridor



Assets of the Innovation Corridor

- Carilion Roanoke Memorial Hospital - \$1 billion investment – “southern bookend”
- Riverside Campus
 - Fralin Biomedical Research Institute at VTC
 - VTC School of Medicine
 - Translational Biology, Medicine & Health Graduate Program at VTC
 - Carilion Clinic Center for Simulation, Research and Patient Safety
 - Virginia-Maryland College of Veterinary Medicine
 - The Bridges Mixed-Use Development featuring Starr Hill, Starbucks & Moe’s with residential living and Dr. Pepper Park for entertainment
 - Carilion Clinic Center for Simulation
- Regional Accelerator & Mentoring Program – “RAMP”
- Hotel Roanoke & Conference Center – a collaborative with Virginia Tech offering a recent \$3.6 million upgrade to the gathering of great minds – “northern bookend”

Jefferson Street Gemini Labs



- Funding awarded for purchase of 1030 S. Jefferson Street to accommodate wet lab space, attracting mid-size life science companies already up and running, looking for a home in close proximity to Carilion, or FBRI
- Spin-off companies of the FBRI, the VTC School of Medicine and RAMP
- Creates much-needed research space for startups and contributes to an infrastructure, attracting larger technology companies
- JLABS will support work being completed at facilities like FBRI and VTC School of Medicine



Property Sale & Development



- **State & Local Enterprise Zone Incentive Programs**
Façade Grants, Real Property Investment Grants and Job Grants
- **Performance Agreements**
Revenue sharing agreements that address public infrastructure needs on private projects

- **Development Opportunities**
ED markets available buildings and sites, manages leases, easements and encroachments, and contracts city-owned properties



March 23, 2023 RVARC Mtg.

Major Investments



\$18 million investment
30,000 sf

Home to Johnson & Johnson's Virtual
JLABS Program
Availability of both wet and
dry lab space
Availability for private companies



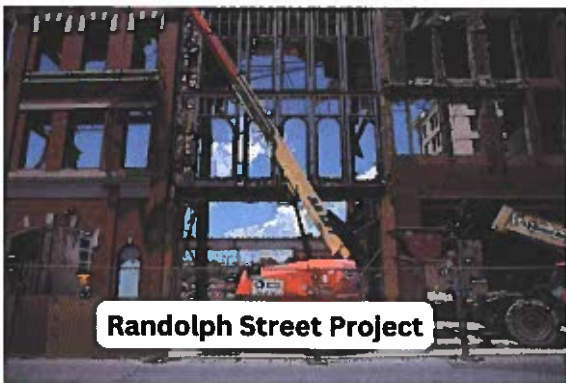
Gemini Labs

Riverdale Project



Phase One:
\$60 million investment
375 apartments
Restaurants and additional
commercial space

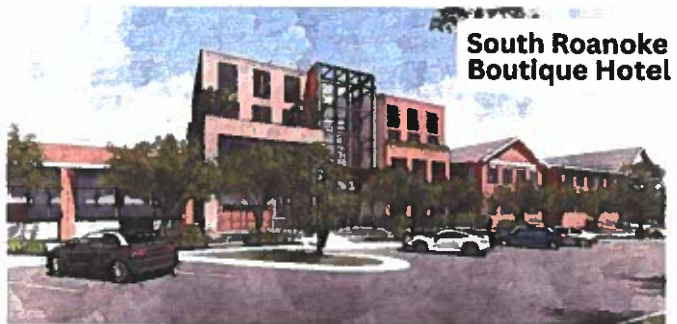
Major Investments



Randolph Street Project

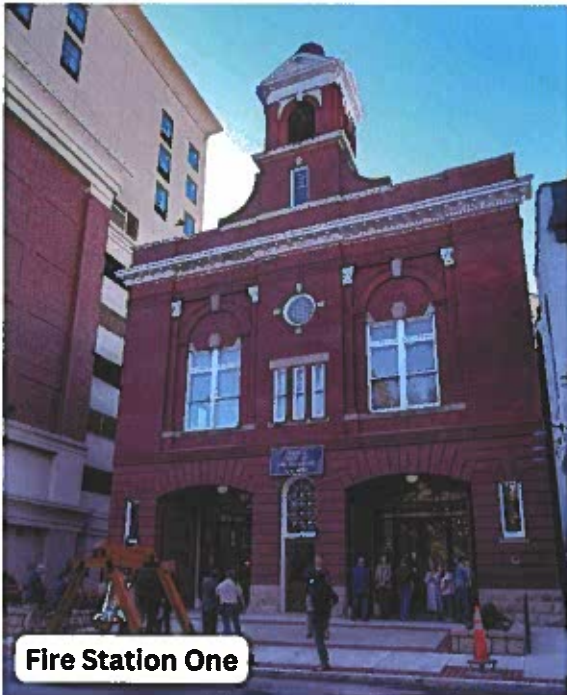
\$35 million investment
20,000 sf retail
70,000 sf commercial
90 apartments
Courtyard & Public Plaza

\$10 million investment
4 story, 23 - 27 room hotel
Fine-dining restaurant to seat
150 patrons



**South Roanoke
Boutique Hotel**

Major Investments



Fire Station One

\$3 million investment

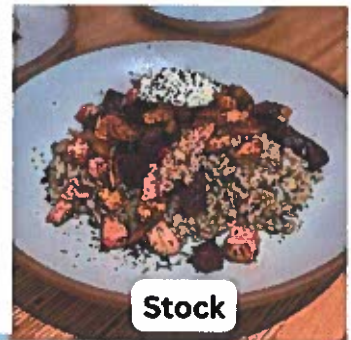
7 room boutique hotel

Commercial space featuring TXTUR's retail gallery

Nordic-inspired restaurant, Stock



FS1 Boutique Hotel



Stock

Major Investments



Crystal Spring Tower

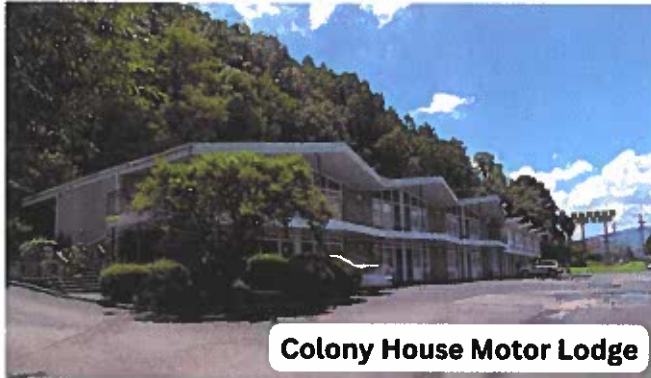
\$17.3 million investment
Provides fixed routes, Starline Trolley, Smart Way, Smart Way Express, STAR Service

\$333 million expansion
7-story, 400,000 sf tower
Expanded Emergency Department with 130 beds
Cardiovascular Institute with a 40-bed observational unit
Second helipad
New parking garage with 550 spaces



Valley Metro Bus Station

Major Investments



Colony House Motor Lodge

\$500,000 investment
67 rooms
2 suites
2 conference rooms
Sidewalks installed for pedestrian safety
Listed on Virginia Landmarks Register

Committed \$20 million to new VA locations of Manassas, Richmond and Roanoke
Leasing a 16-bay, cross-dock service center
Creation of 25+ jobs



A. Duie Pyle

Major Investments



L2L Roanoke Apartments

Former Days Inn
Change of use from Residential R-1 (transient occupants) to R-2 (non-transient occupants)
\$5.4 million investment
88-unit apartment complex



\$1.5 million investment
Universal Health headquarters recently relocated to 130 Church Ave. and brings a leadership team of 13 professionals and staff

Major Investments



\$20 million investment
17,000 sf commercial space
20 new jobs with plans to hire
more than 50 employees over
the next 5 years



\$15 million investment
Renovation of existing buildings
and construction of an
additional joining building

Questions?



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117 Church Avenue, SW, Roanoke, VA 24011

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Regional Travel Survey

Andrea Garland
Director of RIDE Solutions

Background

RVARC is conducting a regional travel survey to better understand travel patterns, trip satisfaction, awareness of and attitudes about transportation options, and employer assistance for commuters.

Survey goals

- Receive at least 2,000 responses from across the region.
- Survey responses inform the RIDE Solutions Strategic Plan
- Responses inform the development of the RVARC and RVTPO long-range transportation plan updates.

Strategy

- 21,000 mailers to cover the RVARC Region
- Survey Pilot and refinement – April – 1,000 mailers
- Survey execution – May – 20,000 mailers
- Receive at least 2000 responses
- Received at least 100 responses per RVARC Locality
- \$100 gift cards
- Oversample areas of our region to ensure representation from racially diverse and lower-income households.

Mailer Distribution

RVARC Locality	Random sampling – Census track	Oversampling Plan
Alleghany County & Clifton Forge	929	1000
Botetourt County	1897	1900
Covington City	370	1000
Craig County	282	1000
Franklin Cty + Town of Rocky Mount	3197	3000
Roanoke County	5141	4200
Town of Vinton	531	1000
City of Roanoke	6206	5500
Salem of Salem	1447	1450

For the more diverse area: Roanoke City

- For the census tracts where 45 – 100% of people are BIPOC or have a low household income, oversample by 30%.
- For the census tracts where 35 - 44% of people are BIPOC or have a low household income, oversample by 25%.

For the rest of the areas

- For the census tracts where 37 - 100% of people are BIPOC or have a low household income, oversample by 35%.
- For the census tracts where 28 - 35% of people are BIPOC or have a low household income, oversample by 25%.

Outreach

Goals of community outreach:

- Partner with CBOs to help promote the Regional Travel Survey with their networks, clients, and communities
- Build relationships with CBO partners by working to understand their needs and capacity related to partnering with RVARC for future engagement efforts.

Questions?



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