



Roanoke Valley-Alleghany

REGIONAL
commission

rvarc.org

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A Work Session of the Comprehensive Economic Development Strategy Committee will be held as follows:

Date: Thursday October 17, 2024
Time: 2:30 pm
Location: Fralin Biomedical Research Institute
 Riverside 4, G101 A&B
 4 Riverside Circle, Roanoke, VA 24016

WORK SESSION AGENDA

1. Call to Order, Welcome and Introduction..... *Joe Cobb, CEDS Chair*
2. Request for Electronic Meeting Participation..... *Joe Cobb, CEDS Chair*
3. Overview of Regional Economic Trends.....*John Provo, Introduction by Paul Mahoney CEDS Vice-Chair*
4. FBRI and Innovation Ecosystem *Dr. Michael Friedlander, Introduction by Joe Cobb CEDS Chair*
5. Overview of Regionally Significant Transportation Projects..... *Anthony Ford, Introduction by Phil North, RVTPO Chair*
6. Overview of Existing Comprehensive Economic Development Strategy..... *Bryan Hill, RVARC*
7. Focus Group Sign-Up (all attendees) *Bryan Hill, RVARC*
8. Establishment of CEDS Update Subcommittee..... *Joe Cobb, CEDS Chair*
 A. Appointment of Subcommittee *Bryan Hill, RVARC*
 B. Subcommittee Activities
9. CEDS Prioritization Activity *Bryan Hill, RVARC*
10. Wrap-Up *Jeremy Holmes, RVARC*
11. Adjournment by 4:30 p.m. *Joe Cobb, CEDS Chair*

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 CEDS Committee
Meeting and Activities Schedule
FY 2024-2025**

Month	CEDS Committee Meeting	CEDS Update Subcommittee Meeting
October 17, 2024	Committee Meeting Location: Fralin Biomedical Research Institute	
November 13, 2024		Subcommittee Meeting Location: Roanoke Valley-Alleghany Regional Commission
December 11, 2024	Committee Meeting Location: TBD	
January 8, 2025		Subcommittee Meeting Location: Roanoke Valley-Alleghany Regional Commission
February 12, 2025		Subcommittee Meeting Location: Roanoke Valley-Alleghany Regional Commission
March 12, 2025	Committee Meeting Location: TBD	
April 9, 2025		Subcommittee Meeting Location: Roanoke Valley-Alleghany Regional Commission
May 14, 2025	Committee Meeting Location: TBD	



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STAFF BRIEFING

CEDS Work Session October 17, 2024

SUBJ: New CEDS Members

During the summer, Regional Commission staff coordinated with Roanoke College to find a Higher Education member vacancy left by Dr. Steve Laymon of Hollins University.

Roanoke County recently appointed a new Technical Advisor member to replace Megan Baker.

Professional bios of the two new members, Dr. Alice Kassens and Ms. Lindsay Webb, follow.



Dr. Alice Louise Kassens
John S. Shannon Professor of Economics
Roanoke College Business & Economics Department

Dr. Alice Louise Kassens is the John S. Shannon Professor of Economics at Roanoke College, a Research Fellow with the Federal Reserve Bank of St. Louis' Institute for Economic Equity, a Senior Analyst with the Institute for Policy and Opinion Research, and a former member of the Governor's Joint Advisory Board of Economists. She is published in several journals, including *Social Science and Medicine*, and edited volumes. Her recent work is focused on the disparate mental health deterioration during the COVID pandemic. Her book, *Intemperate Spirits: Economic Adaptation During Prohibition*, was published in August 2019.

At Roanoke College, a small liberal arts college in Virginia, Kassens teaches numerous courses, including labor economics, health economics, econometrics, and data visualization. At the College, Kassens is active with student organizations, including advising the Women in Economics Club.

Kassens earned her BA in economics and history from the College of William and Mary and her Ph.D. in economics from North Carolina State University. Her areas of specialty are labor and health economics.



Lindsay Webb, MPA
Assistant Director of Business Retention & Operations
Roanoke County Economic Development Department

Prior to joining Roanoke County's Economic Development Department in July 2024, Lindsay was Parks Planning and Development Manager for Roanoke County's Parks, Recreation and Tourism Department. She spent 13 years planning and developing parks, greenways, and blueways in Roanoke County. Her efforts have helped support regional and local strategies to expand outdoor recreation, conserve open space, and support economic development and tourism initiatives.

Lindsay holds a Bachelor of Science degree from James Madison University with a double major in Public Administration and Political Science. She also holds a Master of Public Administration degree from Virginia Tech. She completed a Graduate Certificate Program in Local Government Management through a partnership with the Virginia Tech Center for Public Administration and Policy and the Virginia Local Government Management Association.

Lindsay brings over 19 years of professional experience in local government specializing in project management, grant administration, and community planning. She currently serves as a Roanoke County representative on the Roanoke Valley Greenway Commission and the Roanoke River Blueway Committee.

Focusing on Regional Assets Using the Wealth Creation Approach

ASSET INVENTORY TOOL

Use the below tool to inventory assets in the Roanoke Valley-Alleghany Region. Consider all the region's assets that are in good condition. Be especially mindful of any underutilized assets that may be made useful.

8 FORMS OF WEALTH THE CAPITALS & DEFINITIONS

WHAT DO WE HAVE?

	<p>INDIVIDUAL Skills, understanding, physical health and mental wellness in a region's people</p>	
	<p>INTELLECTUAL Knowledge, resourcefulness, creativity and innovation in a region's people, institutions, organizations and sectors</p>	
	<p>SOCIAL Trust, relationships and networks in a region's population</p>	
	<p>CULTURAL Traditions, customs, ways of doing, and world views in a region's population</p>	
	<p>NATURAL Natural resources—for example, water, land, air, plants and animals—in a region's places</p>	
	<p>BUILT Constructed infrastructure—for example, buildings, sewer systems, broadband, roads—in a region's places</p>	
	<p>POLITICAL Goodwill, influence and power that people, organizations and institutions in the region can exercise in decision-making</p>	
	<p>FINANCIAL Monetary resources available in the region for investment in the region</p>	

Focusing on Regional Assets Using the Wealth Creation Approach

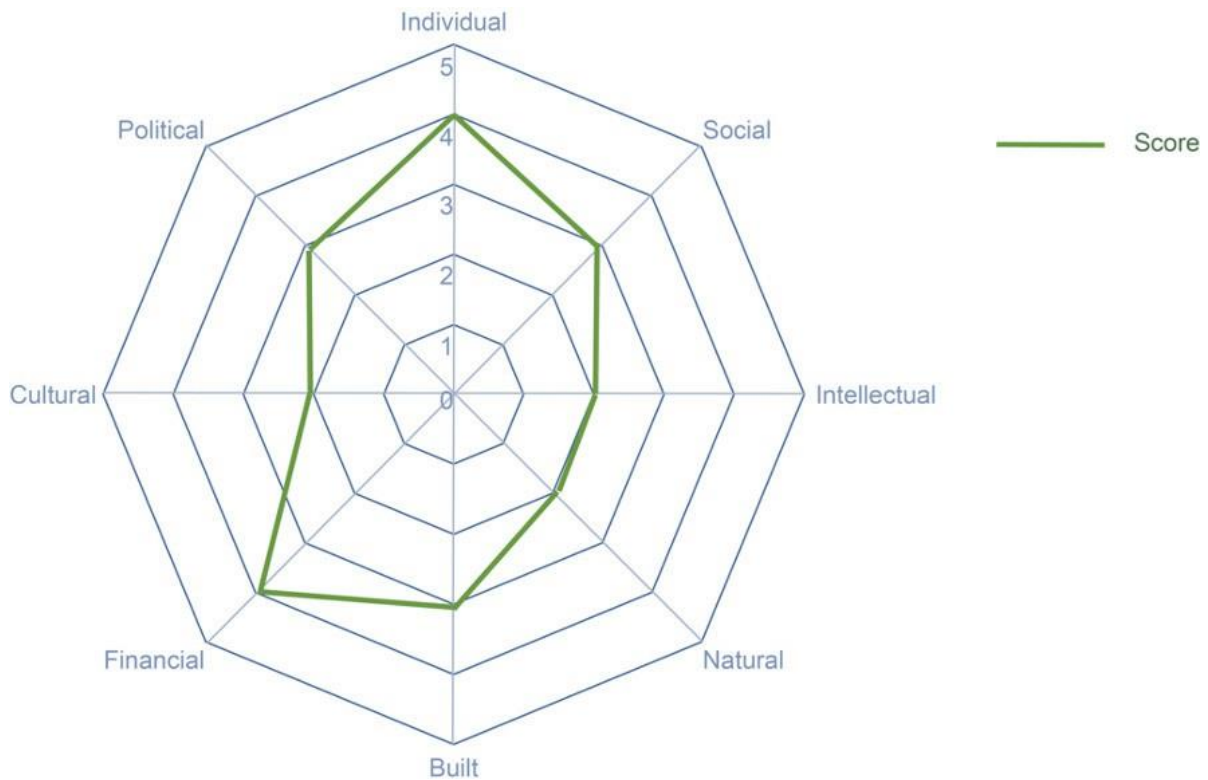
SPIDER DIAGRAM TOOL

Defining Wealth: What is the Relative Strength of the Capitals in my Region?

Introduction

One resource that is often used at the community or regional level is the spider diagram, which allows those in a community to rate how the community is doing across different forms of capital. Questions to ask as you engage with the spider diagram include:

- What kinds of wealth and how much of each does the region have? **It is only wealth if it is healthy and fully functional and if the region owns or controls it and can make decisions about how to maintain and use it.**
- Map out the strengths of each of the capitals for the region (0 is weakest and 5 is strongest).



Focusing on Regional Assets Using the Wealth Creation Approach

INSTRUCTIONS

Think about the Roanoke Valley-Alleghany Region. What kinds of wealth and how much of each does that region have? Remember, it is only wealth if it is healthy and fully functional and if the region owns or controls it and can make decisions about how to maintain it and use it.

Using the spider diagram and the scale of 0 to 5 (where 0 is the weakest and 5 is the strongest), map out the strengths of each of the capitals for the region.

