

RICHMOND REGIONAL PLANNING DISTRICT COMMISSION
Minutes of Meeting
June 9, 2011

Members/Alternates Present

Chris W. Archer (M)..... County of Henrico
L. Ray Ashworth (M).....City of Richmond
Richard Ayers (M)County of Powhatan
Willie L. Bennett (M) County of Henrico
Malvern R. “Rudy” Butler (M).....County of Goochland
Douglas G. Conner (M)City of Richmond
James B. Donati (M), Chairman County of Henrico
Evan Fabricant (M)County of Hanover
Daniel A. Gecker (M)County of Chesterfield
Richard W. Glover (M)..... County of Henrico
John E. Gordon, Jr. (M), SecretaryCounty of Hanover
Kathy C. Graziano (M)City of Richmond
Russell J. Gulley (M)County of Chesterfield
Dorothy Jaeckle (M)County of Chesterfield
David A. Kaechele (M)..... County of Henrico
Patricia S. O’Bannon (M) County of Henrico
C. Harold Padgett (M).....County of Hanover
Edward W. Pollard (M)..... County of New Kent
Faye O. Prichard (M), Treasurer.....Town of Ashland
John F. Miniclier, Jr. (A) County of Charles City
Charles R. Samuels (M).....City of Richmond
Robert R. Setliff (M).....County of Hanover
Randall R. Silber (A) County of Henrico
Frank J. Thornton (M)..... County of Henrico
Stran L. Trout (M), Vice Chairman County of New Kent
Arthur S. Warren (M)County of Chesterfield
Deborah B. Winans (A)County of Hanover

Members Absent

Robert R. Cosby (M).....County of Powhatan
Timothy W. Cotman, Sr. (M)..... County of Charles City
James D. Crews (M)County of Goochland
Marleen K. Durfee (M).....County of Chesterfield
James M. Holland (M)County of Chesterfield
E. Martin Jewell (M).....City of Richmond
Lynn McAteer (M).....City of Richmond
Millard D. Stith (M).....County of Chesterfield
Joseph B. Walton (M)County of Powhatan

Others Present

Jack Berry Richmond Metro Convention Center & Visitors Bureau
Katherine Calos..... Richmond Times-Dispatch
Kim Conley..... County of Chesterfield
Ed DeGennaro..... County of Chesterfield
Allyson Finchum..... County of Charles City
Andrew Stoddard Henrico Citizen

Staff Present

Robert A. Crum, Jr..... Executive Director
Jo A. Evans Assistant Executive Director
Julie H. Fry..... Executive Secretary
Sulabh Aryal Associate Planner
Billy Gammel..... Associate Planner
Chuck Gates Communications Coordinator
Jin Lee..... Senior Planner
Daniel N. Lysy Director, Transportation
Greta Ryan Data Analyst
Jackie Stewart Director, Planning
Peter Sweetland..... Finance and Contracts Manager
Lee Yolton Principal Planner

Call to Order

Chairman Donati called the regularly scheduled June 9, 2011 RRPDC meeting to order at approximately 1:10 p.m. in the RRPDC board room. He then led members in the pledge of allegiance to the flag.

I. ADMINISTRATION

A. Certification by Commission Executive Director of Meeting Quorum

Mr. Crum certified that a quorum of members was present.

B. Requests for Additions or Changes in Order of Business

Chairman Donati asked if there were any additions or changes to be made to the agenda. There were no changes and the agenda was accepted as presented.

C. Open Public Comment Period

Chairman Donati asked if there was anyone from the public in attendance who wished to make a comment to members of the Commission. He reminded speakers that their time is limited to three minutes. As there were no requests

from the public to address the Commission, the Chairman closed the public comment period.

D. Chairman's Report

Chairman Donati reminded members of the Presidents Panel Discussion to be held on June 16 at the Henrico Theatre. He said there has been some early press on the event and there should be an article in the Richmond Times-Dispatch soon. Chairman Donati said he remarked to the reporter that he'd visited Austin, Texas, recently on the InterCity Visit with the Chamber of Commerce. During the visit he noticed how proud residents of the city are of the University of Texas, which is located in Austin. He said Richmond is very lucky to have so many institutions of higher learning in the Region. Chairman Donati noted that combined enrollment at Virginia Commonwealth University and the University of Richmond probably equals that of the University of Texas. Combined with the other colleges, universities, and technical schools in the Region, the enrollment would probably surpass that of the University of Texas. Chairman Donati said that the Region is always looking for a brand, and he feels the brand could be the university town of the United States.

Chairman Donati said Mr. Gates had also spoken with the reporter.

E. Executive Director's Report

Mr. Crum brought the members' attention to the monthly staff activity report, which is included in the agenda book under Tab 1, and details work being advanced by staff on behalf of the localities. He said staff will be happy to address any questions on what is included in the report.

Mr. Crum reported that a second Chesapeake Bay round table meeting had been hosted by RRPDC staff last week. Members of the Large and Small Jurisdictions Committees asked staff to work with the localities to offer assistance in preparing for the new regulations. Members of state agencies overseeing the Watershed Implementation Plan were invited to attend the meeting in order to provide more information to the locality staffs and to answer any concerns. All of the jurisdictions were represented. Mr. Crum noted there are still a lot of questions that need to be addressed, and staff will continue to convene these fact finding meetings. There are some deadlines coming up over the next few months. Another meeting will be convened in July or August.

Mr. Kaechele asked when standards would be provided to the localities. Mr. Crum said localities already have some data. Reduction goals will be distributed in July.

Ms. O'Bannon asked if the baseline had already been set. Mr. Crum said the baseline has been established, but EPA is asking for more assistance in

identifying best management practices (BMP) already in place in the localities. Mr. Crum said the baseline information is not accurate for the localities. This additional information must be given to EPA by November.

Ms. O'Bannon asked if all BMPs would have to be identified and reported by November. Mr. Crum said that was correct. Ms. O'Bannon said this was not possible to accomplish. Mr. Crum said he shares those concerns. There will be opportunities to provide more data to EPA before the final February deadline. Mr. Crum said he believes it will be in the best interest of all localities to get as much information together as possible in the timeframe between now and February.

The primary concern is the economic impact the new regulations will have on the localities. Ms. O'Bannon said the impact translates to a 20 percent tax increase per household. Mr. Crum said this is why staff wants to assist all jurisdictions in collecting as much data as possible and to try to help answer any questions.

Mr. Crum reported that staff is continuing to meet with all local governing bodies to review the Regional Transportation Priorities as identified by the MPO. Staff is also sharing information on the upcoming process to update the Long Range Transportation Plan. Mr. Crum said staff will have visited with all nine jurisdictions by the end of June.

Mr. Crum said all members are invited to attend a post-event reception following the June 16 Presidents Panel Discussion. He asked members to confirm their attendance with Ms. Fry. Mr. Crum said members were also invited to bring a guest. All seven of the area colleges and universities will be represented by either the president or a vice president.

II. CONSENT AGENDA

Chairman Donati said the Executive Committee has recommended approval of the items on the Consent Agenda:

- A. Approval of Minutes – May 23, 2011 Meeting**
- B. Approval of the April 2011 Financial Report**
- C. ICMA 457 Deferred Compensation Plan Amendment**

Chairman Donati asked if anyone wished to have any of these items pulled from the Consent Agenda for additional discussion.

As there were no requests for discussion, on motion made by Mr. Butler and seconded by Ms. Graziano, the Consent Agenda items were approved unanimously as presented.

III. OLD BUSINESS

There was no old business to discuss.

IV. NEW BUSINESS

A. Report of the Nominating Committee

Chairman Donati reported that the Nominating Committee (Mr. Cosby, Mr. Cotman, Ms. Graziano, Mr. Gecker, and Chairman Donati) had agreed on the following slate of officers for FY 12:

Chairman	Stran Trout	New Kent County
Vice Chairman	Faye Prichard	Town of Ashland
Treasurer	John Gordon	Hanover County
Secretary	Rudy Butler	Goochland County

The slate of officers was selected based on an established jurisdictional rotation. New officers will begin their terms on July 1, 2011.

Chairman Donati said the Executive Committee has recommended the slate to the full Commission for consideration and action. He asked if there were any other nominations from the floor.

There being no additional nominations or discussion, Ms. O'Bannon made a motion that the slate of officers for FY 12 as presented be approved. Ms. Graziano seconded the motion. There was no additional discussion and the motion carried unanimously.

Chairman Donati congratulated each of the new officers.

B. Civil War Trails

Chairman Donati said Jack Berry, President of the Richmond Metropolitan Convention and Visitors Bureau (RMCVB) was in attendance to speak with members on the efforts of the Bureau with the Civil War Trails program.

Mr. Berry thanked members of the Commission for the opportunity to speak with them this afternoon. He said the RMCVB is funded by five of the Region's jurisdictions – Chesterfield, Henrico, Hanover, New Kent Counties; and the City of Richmond. He said the mission of the RMCVB is to put “heads in beds” in the Richmond Region. Mr. Berry said that when residents tell him that they never see any of RMCVB's advertising, he tells them that that's a good thing because the resident is already here. No monies are spent locally. He showed members a copy of a \$50,000 ad that ran on April 11 in USA Today to promote the Civil War and Emancipation Day hosted by the City of Richmond. This centered around 15

historical sites from Shockoe Bottom to the Boulevard. The ad ran for the entire east coast of the United States. He said the ad was run for visitors.

Virginia is the number one state with advertising for the Civil War and Emancipation. The Richmond Region does more than any other destination in the country on this area of interest.

Mr. Berry provided some research facts about tourists who visit the Richmond Region.

- majority of visitors are 45 – 64 years old
- baby boomers are leading the way; they love to travel
- summer and fall are the strongest seasons
- 68 percent of visitors arrive from eastern states
- historic sites, Civil War sites, and museums are primary activities
- history and the Civil War are what visitors say Richmond is best known for
- residents of Charlotte (NC), Jacksonville (FL), and Nashville (TN) say Richmond is best known for its history/Civil War
- majority of visitors indicate they will return
- two-thirds of visitors are repeat visitors

Mr. Berry said that whether Richmond wants to be known for its history or not, it is – by its residents and by people around the country. History is a major part of the Region's brand.

In 1990, Ken Burns launched his Civil War special on PBS. Following that broadcast, visitor inquiries for Virginia increased 25 percent. Virginia had no travel brochures on the Civil War at that time. In 1993, jurisdictions from Petersburg to Appomattox met with the Crater MPO to trail blaze Lee's Retreat. This was so successful that in 1994, the National Park Service, with others, created the Civil War Trails program. An additional 50 sites on the Overland Campaign were trail blazed: Lee vs. Grant 1864. Five additional trails were created. Similar trails have been blazed in Maryland, North Carolina, Tennessee, Pennsylvania (Gettysburg), and West Virginia. All of this is coordinated through the Civil War Trails office in Richmond. The Richmond office has also been the lead organization in coordinating the 150th Anniversary events.

Mr. Berry said from a national survey asking which states played the most important role during the Civil War, Pennsylvania was rated first due to Gettysburg, and Virginia was rated second. Mr. Berry provided examples of news ads that have run in Washington, DC and West Virginia. The Civil War Trails logo is seen on all of these ads.

RMCVB has placed Civil War Trails ads in Gallery Place, the Smithsonian exit on the Washington, DC metro line. In addition to an ad for the Picasso exhibit, there are 26 placards for Civil War Trails on display.

There are also three websites that market regional history: HistoricRoute1.com; VisitRichmondVa.com; and OnToRichmond.com. Mr. Berry also provided examples of print ads that have appeared in national magazines. Other trails being developed are the Road to Revolution Heritage Trail and the Historic Route 1 Trail. Mr. Berry also noted that a British travel television show came to Richmond to film a 30-minute program on the Civil War. This has turned in to a 60-minute program that is being televised in Britain and in Europe.

Mr. Berry reported that his office is working with Henrico County on the 400th anniversary of the Henricus settlement.

Ms. O'Bannon thanked Mr. Berry for his work with Henrico County. She noted that tourism is very important to the Richmond Region.

Mr. Thornton thanked Mr. Berry for the work his group does to bring tourists to the Region. He said he feels everyone should do more to draw in more visitors which will impact local economies.

Mr. Trout said the 150th Civil War Committee is also working on a Jeb Stuart trail which will involve several of the local jurisdictions.

Mr. Fabricant said he felt there should be some local advertising as high gas prices will keep many residents from traveling out of the area this summer, and it would be good for them to know what's here for them to see. Mr. Berry said statistics show that when gas prices rise toward \$4.00 per gallon, tourism in the area goes up.

Mr. Pollard noted that Colonial Downs is a great family attraction that is very inexpensive. He said it might be a good idea to market this attraction.

Mr. Kaechele asked which of the local visitors centers distributes the most brochures. Mr. Berry said the busiest is the Convention Center, followed by the airport, and Bass Pro. He said the center was opened at Bass Pro to keep visitors on I-95 instead of taking I-295. He said RMCVB is working with Henrico County to build a more permanent visitors center in that area. Mr. Berry said there is a convention at RMCVB today with 7,000 people attending. These people will be spending money at local retail shops and restaurants.

Ms. O'Bannon said a new tourist center was opened in Henrico County last year and recently hosted a tourist from Malta.

Mr. Crum asked if RMCVB has any efforts in the works to do more marketing along I-95 about what is available in the Richmond Region. Mr. Berry said hotel occupancy on any given day is about 50 percent. He said once the Virginia Museum of Fine Arts finishes its financial analysis of the Picasso exhibit, that will provide a lot of information on how the local economy was impacted while the exhibit was at the museum.

Mr. Berry said shopping is the number one attraction, and the two new, large shopping centers also help with attracting tourist dollars. There are over 70 attractions in the Richmond Region that draw repeat visitors. RMCVB does site visits each week with travel editors of different national publications. He said the hardest thing to do is to get people here, but once they visit, they are amazed at the number of attractions in the Richmond Region.

Mr. Berry noted there are four travel segments that feed into the Richmond market: meetings, conventions, and sporting activities; I-95 travelers; business travelers; and family and friends. He said the Richmond Region is not dependent on any one of these segments. Business travel has been slow over the past couple of years, but that is showing signs of improvement.

Mr. Thornton said he believes attitudes are changing toward how history in the area is being interpreted. He said now is the time to include more African Americans in Civil War activity marketing. Mr. Thornton also noted that the Lakeside area is beginning to turn around.

Chairman Donati thanked Mr. Berry for his presentation.

C. Chesterfield County Committee on the Future

Chairman Donati asked Mr. Crum to introduce the next speaker.

Mr. Crum said the Chairman of the Chesterfield County Committee on the Future, Ed DeGennaro, will provide an overview of the committee's most recent report.

Mr. DeGennaro thanked members of the Commission for this opportunity. The report centered on preparing residents to thrive in a global society. He said this report was presented to the Chesterfield Board of Supervisors about six weeks ago.

The Committee on the Future was authorized by the Chesterfield Board of Supervisors in 1987 and is comprised of ten citizen members, two from each of the five magisterial districts. He said the committee is charged with looking out 20-30 years to identify subjects that will be of greatest significance to the residents and area. Once a subject is identified, research is undertaken on the subject. After research is completed, a report is written that makes recommendations on strategies to the Board of Supervisors. The supervisors can

act on the recommendations or not. There have been six reports completed since the committee was created. The committee is strictly advisory and is not limited by current budgetary restrictions or other policies.

The current report envisions Chesterfield County in 2030 as a responsible and active partner of the international community where its residents enjoy a high quality of life, live harmoniously in an ethnically-rich and culturally-diverse environment, and prosper in the global economy.

Globalization is defined as a process by which regional economies, societies, and cultures have become integrated through a global network of communication, transportation, and trade. Other metropolitan regions have already begun this process.

The committee focused on lifelong learning, believing that if the citizens have a good value for this and are provided the opportunity, they will take this skill and apply it to other areas.

The committee identified four recommendations as a result of the current study:

1. invest in human capital – workforce
2. sustain lifelong learning – learning systems
3. produce social capital – interaction among citizens
4. ensure information, communication, and technology (ICT) literacy – necessity for technology

Lifelong learning is necessary to allow citizens to compete in a global workforce; to thrive in a global society; and to succeed in a technological world. Learning can occur at any time or place throughout a person's life.

Mr. DeGennaro said the full report is on Chesterfield County's website: www.chesterfield.gov/cotf. Mr. DeGennaro noted a video presentation is also on the website.

Mr. Gordon asked how many reports the committee has completed. Mr. DeGennaro said six reports have been completed. The subject matter for the next report has not been determined at this time.

Ms. Jaeckle said one report she helped with dealt with neighborhood revitalization. This focused on redevelopment instead of building new structures. She said the committee also looked at youth development and aging of the population. Ms. Jaeckle said this process is very valuable to help elected officials look past immediate needs. Mr. DeGennaro said the committee tracks recommendations to see which ones are implemented. The implementation rate is between 80-90 percent.

Mr. Fabricant said he thought a study should be done regarding the pitfalls of technology. He said people are spending a lot of time using different forms of technology and are losing the ability to communicate face-to-face. Community interaction is declining.

Ms. O'Bannon said Henrico County provided laptop computers to its students several years ago, and now she understands that Chesterfield County has taken this a step further by offering online learning. She asked if this came out of the current report. Mr. DeGennaro said this was not one of the recommendations.

Ms. O'Bannon asked how many years into the future the committee considers. Mr. DeGennaro said the committee looks about 25-30 years out. As this last report took about five years to complete, the recommendations are now about 20 years out.

Chairman Donati thanked Mr. DeGennaro for his presentation and invited Mr. DeGennaro and members of the committee to the June 16 Presidents Panel Discussion. He asked staff to forward information on the Presidents Panel Discussion to Mr. DeGennaro.

V. OTHER BUSINESS

A. Committee Reports

There were no committee reports.

B. Announcements

There were no announcements.

VI. ADJOURNMENT

There being no further business to come before the Commission, Chairman Donati adjourned the meeting at approximately 2:20 p.m.

Robert A. Crum, Jr.
Executive Director

James B. Donati, Jr.
Chairman