



**Commission Meeting
Meeting Minutes
October 14, 2021
9:00 a.m.**

Members Present (A = Alternate)

<u>Charles City County</u>		<u>Town of Ashland</u>		<u>Goochland County</u>	
William Coada	X	Kathy Abbott (A)		Susan Lascolette (A)	
Michelle Johnson (A)		Mr. Daniel McGraw	X	Neil Spoonhower, Chair	
Rhonda Russell (A)	X				
<u>Chesterfield County</u>		<u>City of Richmond</u>		<u>Hanover County</u>	
Kevin Carroll	X	Andreas Addison	X	Sean Davis	X
Tim Davey	X			Canova Peterson	X
Gloria Freye	X	Jacob Giovia	X	Faye Prichard (A)	
Leslie Haley		Michael Jones (A)		Charlie Waddell	X
James Holland	X	Ann-Francis Lambert	X	Randy Whittaker	X
Jim Ingle	X	Stephanie Lynch			
Jesse Smith (A)		Dr. Cynthia Newbille	X		
Chris Winslow, Vice-Chair	X	Rodney Poole			
		Ellen Robertson (A)			
<u>Henrico County</u>		<u>New Kent County</u>		<u>Powhatan County</u>	
Gregory Baka	X	John Lockwood (A)		Michael Byerly	X
Thomas M. Branin		John Moyer	X	Bobby Hall	X
William Mackey	X	Patricia Paige	X		
Tyrone Nelson, Past Chair	X				
Patricia O'Bannon	X				
Daniel J. Schmitt					
Frank Thornton	X				

Others Present:

Eric Gregory, Hefty, Wiley & Gore, PC

Staff Present

Martha Heeter, Executive Director
Sidd Kumar, Public Outreach Project Coordinator
Janice Firestone, Transportation Program Coordinator
Chet Parsons, Director of Transportation

The PlanRVA Regional Commission meeting was held using electronic communication means as set forth by the Emergency Declaration set forth by the Richmond City Council in response to the continued spread of novel coronavirus, or COVID-19. The technology used for this meeting was a web-hosted service created by Zoom. A live stream of the meeting was available through YouTube to assure open access by members of the public. All recordings are available on our [Plan RVA YouTube Channel](https://www.youtube.com/PlanRVA) at www.youtube.com/PlanRVA.



Call to Order

Chairman Winslow called the PlanRVA Commission meeting to order at approximately 9:05 a.m.

Attendance Roll Call & Certification of a Quorum

Following members standing for the Pledge of Allegiance to the United States of America and review of the statement regarding virtual meetings, Ms. Heeter took attendance by roll call and confirmed a quorum was present.

Public Comment Period

With no requests from the public to address members of the Commission, Chairman Spoonhower closed the public comment period.

Approval of Consent Agenda Items

Mr. Davey made a motion to approve the agenda included in the listed Consent Agenda items. Mrs. Paige seconded the motion which was carried by acclamation.

Meeting minutes were approved as amended to include a notation at Mr. Waddell's request that the Public Outreach Committee also reviewed and approved of the Branding Proposal following a motion by Mr. Peterson, with second by Mr. Coada.

Executive Committee & Chair's Report

Mr. Winslow summarized the key items for discussion in the morning's Executive Committee meeting, including an office space leasing update and an overview of the FY2021 Financial Audit and Timeline.

Audit, Facilities & Finance Committee Report

Mr. Holland noted the auditors were on site September 29, 2021. A clean, unqualified report is expected and will be brought to the Commission for approval in December (following Committee review). Once the report has received full Commission approval, the drafts that were submitted will be replaced with the approved report (will be the same document).

Public Outreach & Engagement Committee Report

Mr. Davey reported that the brand consulting firm will be conducting interviews with members of the Commission, staff and identified external stakeholders to fine tune the recommended messaging. There was a discussion about similar efforts being made at the CVTA and RRTPO to improve public outreach. It was noted that there is a need to improve communication and collaborations with other potential partners, such as tourism representatives. Commission members shared comments about the importance of building trust and a cohesive message.

Executive Director's Report

Ms. Heeter explained that PlanRVA serves as a conduit for the collection and distribution of information in fulfilling the agency's responsibilities for performing intergovernmental and environmental reviews. A summary of the reviews completed for this period were included in the meeting materials.

Ms. Heeter then provided an update on activities completed to date in accordance with the FY2022 Key Imperatives:

- Discussion about current use of QuickBooks and whether other products would be better for PlanRVA.
- Chet Parsons clarified that the CVTA acted in September to approve the Regional Project Prioritization.
- Discussion about Tribal Organizations/lands being primarily to the east and north of the area. Staff agreed to explore an invitation to Chief Stephen Adkins, Chickahominy Tribe, to give a presentation to the Commission at some point in the future.
- The Market Value Analysis is a market tool. It is the second time it will be conducted in the region (first was 2017). It covers administrative data (housing market values, where are people seeking mortgages, vacancy data. Data is categorized. Organizations will use results in different ways. We can use to look at transportation needs and planning. The local Planning Departments are part of the process, and the information will be made public.
- Discussion about public outreach efforts being less about public relations efforts/expenses and more about articulating what the Commission does so that other stakeholders know what PlanRVA does and how they can help in various community projects. There was further discussion about the need to improve members' knowledge about the particulars of PlanRVA and PDC's in general for members to be able to better articulate what PlanRVA does and how it benefits communities. Comments about PlanRVA being funded through tax dollars and the need to communicate to the public what their tax dollars are being spent on. It was suggested that a bullet point list be put together to simply show to certain groups exactly what the benefits to them are.

Special Program: Innovations in Local Planning

Rhonda Russell, Charles City County, gave a presentation on efforts in Charles City to address food insecurity issues. The county currently has a Temporary Emergency Food Pantry. With funds from a grant from VDHD, county funding and private donations the county will build the Charles City County Permanent Food Pantry. A Dollar General Market will be built and will provide fresh food. Ms. Russell provided an update on the River's Rest Marina and RV Resort; it has been renovated and is scheduled to re-open in 2022. To capitalize on opportunities for revenue because of the Capital Trail, a Breeze Inn will be built and will offer seven full-time and four part-time employment positions. Also, the Milk & Honey Brewery is partnering with the county to redevelop a community building/property into the Charles City County Café and Taproom, which will cater to visitors to the trail. Charles City has applied for VATI grants to increase broadband access to county residents.

Adjourn

With no other business, Chairman Winslow adjourned the meeting at 10:39 a.m.