



**Local Government Council  
Executive Committee Meeting**  
828 Main Street, 12<sup>th</sup> Floor  
Lynchburg, Virginia 24504

*Large Conference Room*  
**January 19, 2017**  
**5:00 p.m.**

**Agenda**

**1. Welcome and Moment of Silence followed by Introduction of New Members:**

- Amherst Mayor Dwayne Tuggle
- Bedford Town Council Member Bruce Johannessen
- Delegate Ben Cline

**Expression of Thanks to Outgoing LGC Members:**

- Kenneth Bumgarner
- Stacey Haley
- Delegate Scott Garrett ..... John Sharp, Chair

**2. Minutes from November 17, 2016** ..... John Sharp, Chair  
*(Attachment)*

**3. Discussion on Next Steps to Support the Agriculture Economy of the Region**.....Gary Christie, Scott Baker, Kevin Camm  
*(Attachment)*

**4. Financial Update and Audit** ..... Rosalie Majerus  
*(Attachment)*

**5. Review of Current Staffing and Proposal to Hire a Communications Manager**.....  
.....  
Gary Christie  
*(Attachments)*

**6. Resolutions**

- 6a) Central Virginia Training Center Resolution *(Attachment)* .....Dean Rodgers
- 6b) Marketplace Fairness Act .....Bonnie Svreck

**8. Senator Representative on the LGC – 22nd Senate District Representative**.....Gary Christie  
*(Attachment)*

**9. Other Business and Reports** .....Gary Christie

- CEDS Implementation Committee *(Attachment)*
- GO Virginia Update – Regional Committee Membership and Funding Reduction Update
- Executive Committee Voting *(Attachment)*

**10. Next Meeting, Executive Committee March 16, 2017**

Meeting Schedule for 2017:

April 20 – Commission Meeting and Dinner

May 18 – Executive Committee

June 15 – Executive Committee Meeting if needed

July 27 – Commission Meeting

September 21 – Executive Committee

October 19 – Commission Meeting and Dinner

November 16 – Executive Committee

11. **Adjourn**..... John Sharp, Chair



**Virginia's Region 2000  
Local Government Council**  
828 Main Street, 12<sup>th</sup> Floor  
Lynchburg, VA 24504

**November 17, 2016  
5:00 pm**

***DRAFT – Minutes***

**Members Present:**

Susan Adams, Appomattox County Administrator  
Carl Boggess, Bedford County Administrator, *Treasurer of Council*  
Kenneth Campbell, Amherst County Board of Supervisors  
Joan Foster, Lynchburg City Council  
Delegate T. Scott Garrett, Virginia House of Delegates  
Mayor Paul Harvey, Town of Appomattox  
Jack Hobbs, Amherst Town Manager  
Bryan Moody, Appomattox County Board of Supervisors  
Dean Rodgers, Amherst County Administrator  
John Sharp, Bedford County Board of Supervisors, *Chair of Council*  
Bonnie Svrcek, Lynchburg City Manager  
Russell Thurston, Brookneal Town Manager

**Members Absent:**

Kenneth Bumgarner, Amherst Town Council  
Mayor Phyllis Campbell, Town of Brookneal  
Waverly Coggsdale, Altavista Town Manager  
Stacey Hailey, Bedford Town Council  
Charles Kolakowski, Bedford Town Manager  
Megan Lucas, Lynchburg Regional Economic Alliance  
Mayor Mike Mattox, Town of Altavista  
Frank Rogers, Campbell County Administrator  
Michael Rousseau, Campbell County Board of Supervisors

**Others Present:**

Gary Christie, Local Government Council, *Executive Director*  
Susan Cook, Region 2000  
Rosalie Majerus, Local Government Council, *Deputy Director of Finance*  
Scott Smith, Region 2000  
Ashlie Walters, News & Advance

**1. Welcome and Moment of Silence**

John Sharp welcomed everyone and opened the meeting at 5:00 p.m.

**2. Approval of Minutes from September 15 and October 17, 2016**

Upon a motion by Carl Boggess and seconded by Joan Foster, the minutes of the September 15<sup>th</sup> meeting were approved as presented., with John Sharp abstaining.

Upon a motion by Joan Foster, seconded by Del. Garrett, the minutes of the October 17<sup>th</sup> meeting were approved as presented.

**3. Financial Update**

Rosalie Majerus reviewed the financials included in the meeting packet:

- Operating expenses are currently on plan.
- The audit report will be presented at the January meeting.
- Appomattox Recovery Grant and the Pamplin Water Project expenses and revenues have been added to the financial statement.

**4. Consideration of Resolution of Support for Rural Transportation Smart Scale Projects**

Scott Smith explained that Smart Scale is a process by which VDOT looks at metrics related to transportation projects to weigh their safety, economic development, environmental, and efficiency value among other things to develop a score for each project. Smart Scale is used to guide several different funding sources through VDOT.

The Region 2000 localities have submitted applications for a number of projects to be funded through Smart Scale. Mr. Smith explained that the MPO met prior to the Local Government Council meeting to review the projects that are within the boundaries of the MPO. Staff requests the Council to look at the projects for the entire region, both MPO and Rural, and adopt a resolution of support for project applications submitted for Smart Scale funding by the localities.

Megan Lucas made a motion to adopt the resolution. The motion was seconded by Jack Hobbs, and approved unanimously by the council.

**5. Comprehensive Economic Development Strategy**

Gary Christie explained that he is asking the Council to adopt the CEDS document so it can be sent back to the EDA for their consideration and approval. It will also be considered by the Lynchburg Regional Business Alliance, who will have oversight of the document.

Mr. Christie wants to be sure that:

- a) the CEDS document is good for our permanent record
- b) Council is willing to commit the staff and resources to implement the document

Bonnie Svrcek asked that the Council get a quarterly report on the progress of projects implemented in the CEDS.

The motion was made by Del. Garrett, and seconded by Dean Rodgers, to approve the CEDS document. The motion was unanimously approved.

Gary Christie stated that he is looking for Council's support to proceed with implementation. In January he will come back with a proposal to hire a staff person that would be split 50/50 between Workforce and the Local Government Council.

The motion was made by Jack Hobbs, and seconded by Bonnie Svrcek, to authorize staff to implement items on the last page of the CEDS document under item "B", along with a quarterly report. The motion was approved unanimously.

## **6. Other Business from Staff or Council Members**

- Ben Bowman informed the Council that the Workforce Development Council is about to begin its strategic planning initiative. He feels that it is important to hear from each locality that is served throughout the region. Mr. Bowman is looking for input from businesses, education and training, and local government and citizens into what workforce development efforts in this region need to look like. He asked the Council to be thinking about who would be good representatives on workforce issues from each of their communities. He has also spoken with each of the school superintendents to identify at least one student from each school system to participate in the planning process. He will be looking for representation from the private schools also. There will be surveys on-line to guide the process.

The RFP was put out last night, and he hopes to get a response back by the end of the month. The Strategic Plan has to be in the governor's office by March 1<sup>st</sup>. There will also need to be opportunity for public comment once a draft plan has been written.

- Gary Christie explained to the Council that three regions, Lynchburg, Roanoke, and New River Valley, will be forming a regional committee. This will probably be done by the middle of February. This committee will represent the regions for GO Virginia projects. The three PDC Directors will recommend that each region identify eight or ten individuals to serve on the regional board. Mr. Christie asked the Council to think of business leaders who could represent this region on the board.

## **7. Closed Session for Personnel**

The motion was made by Kenneth Campbell, and seconded by Bonnie Svrcek to go into closed session in accordance with the Virginia Code 2.2-3711(A)(1) for the discussion of personnel, promotions and salaries of employees of the Local Government Council.

The motion was made by Kenneth Campbell, and seconded by Jack Hobbs, to return to open session pursuant to Section 2.2-3712.D and certify that only those business matters lawfully identified in the motion to go into closed session and exempt from the open meeting requirements of the Freedom of Information Act were heard, discussed or considered in a closed session.

Upon a motion by Joan Foster, seconded by Jack Hobbs, the Council authorized a salary increase for Matt Perkins to \$44,030 effective December 1, 2016 to recognize the additional grant related duties he has taken on.

- 8. Adjourn** - There being no further business, the meeting adjourned at 6:25 P.M.

Signed: \_\_\_\_\_

By: \_\_\_\_\_, \_\_\_\_\_ (title)

## Discussion on Next Steps to Support the Agriculture Economy of the Region

### Overview

Bedford Extension Agent Scott Baker and Lynchburg Extension Agent Kevin Camm will join us to review what has been done so far and to discuss next steps for the LGC's regional agriculture support initiative.

One thought is to refresh the regional agriculture strategic plan by having a series of meetings with agriculture producers and agri-tourism destinations to gather input and ideas for an update to the 2013 strategic plan update. We could either conduct these meetings with existing staff as time becomes available or seek a matching grant that would use no more than \$27,500 in LGC Reserves for a facilitator to conduct these community meetings and update the plan.

### Background

Agriculture is the main land use category in Region 2000 and in 2012 provided \$75 million annually toward the regional economy, a 55% increase from the 2002 agricultural census. Since 2012, Local Government Council staff have worked with area economic development officials, agricultural extension agents, and experts in the field of agricultural development to explore measures to strengthen the region's agricultural economy.

In 2013-14, a [strategic plan](#) was developed that resulted in two of three initiatives:

- 1) We developed an outline for a website that would provide information to tourists and travelers on agri-tourism destinations and products and developed a map of agri-related resources for producers and growers.

Tourism officials and local agricultural extension agents responded very favorably to the concept of the website. And we found grant money to help market the site. But, so far, we have been unable to find funding to develop or maintain the site.

Virginia Cooperative Extension has established a staff position out of the Halifax Office who has established a [basic website](#) entitled Southern Virginia Agriculture Experience which is focused on tourism and visitor opportunities and could be used as a starting point for our web presence discussion. Development and promotion of the Halifax website has been limited so far.

- 2) We developed a model for cattle producers to pool resources and become "Group Gap Certified" in order to market locally produced beef to higher end grocery chains.

The study concluded that the region did not have a market large enough to support the traditional food hub model of a central distribution center. There was little interest from local cattle producers in the "Group Gap Certification" proposal. At the time

cattle prices were good and local producers who we talked to seemed satisfied with their access to markets.

- 3) The Strategic plan also recommended we focus on the promotion of agricultural career and small business development opportunities.  
No activity has taken place so far in this area.

**Other Activity in the area**

The Extension Agents will report on a new position, a Healthy Food Retail Initiative SNAP/ED Coordinator.

**Recommended Action**

- a) Discuss next steps and priorities for the LGC's involvement in strengthening the agriculture economy
  - a. Encourage staff to continue to work with Extension Service and local tourism officials
  - b. Authorize the update of the regional agriculture strategic plan as part of the LGC's future work plans and utilize no more than \$27,500 as match for a grant for this update if timely grants become available.



**VIRGINIA'S REGION 2000 LOCAL GOVERNMENT COUNCIL**

Attachment Item No. 4

**Budget to Actual for FY17**

**as of December 31, 2016**

	<u>FY17 Adjusted Budget</u>	<u>Actual as of 12/31/16</u>	<u>Diff Between Budget &amp; Actual</u>	<u>% of Budget Used</u>
<b>OPERATIONS FUND (EXPENDITURES)</b>				
<b>SALARY</b>				
ADMINISTRATION	193,290	96,272	97,018	49.81%
FINANCE	133,479	66,740	66,739	50.00%
OPERATIONS	171,771	63,851	107,920	37.17%
WIA	135,916	68,955	66,961	50.73%
	634,456	295,818	338,638	46.63%
PART TIME HELP	43,280	11,953	31,327	27.62%
<b>Total Salaries &amp; Wages</b>	<b>677,736</b>	<b>307,771</b>	<b>369,965</b>	<b>45.41%</b>
EMPLOYER COST FICA	51,847	22,294	29,553	43.00%
EMPLOYER COST V R S	41,176	19,199	21,977	46.63%
EMPLOYER COST HEALTH INS	93,890	43,154	50,736	45.96%
EMPLOYER COST LIFE INS	8,311	3,875	4,436	46.62%
WORKERS COMP	700	418	282	59.71%
<b>Total Fringe Benefits</b>	<b>195,924</b>	<b>88,940</b>	<b>106,984</b>	<b>45.40%</b>
<b>OFFICE EXPENSES</b>				
AUDITING SERVICES	5,100		5,100	0.00%
PAYROLL ACCOUNTING SERVICES	8,400	3,922	4,478	46.69%
LEGAL SERVICES	3,000		3,000	0.00%
LIABILITY INSURANCE	1,200	1,427	(227)	118.92%
CONTRACTUAL SERVICES	21,000	5,503	15,497	26.20%
ADVERTISING	1,000	896	104	89.60%
POSTAGE	1,500	450	1,050	30.00%
TELEPHONE	5,000	2,693	2,307	53.86%
INTERNET SERVICES	700	288	412	41.14%
OFFICE SUPPLIES	6,000	3,313	2,687	55.22%
PRINTING & BINDING	2,500		2,500	0.00%
TRAVEL	7,500	1,585	5,915	21.13%
SPECIAL MEETINGS	9,500	2,126	7,374	22.38%
EDUCATION & TRAINING	6,000	2,745	3,255	45.75%
DUES, SUBSCRIPTIONS	10,800	7,006	3,794	64.87%
PUBLICATIONS	700	174	526	24.86%
MISCELLANEOUS EXPENSES	1,000	278	722	27.80%
FURNITURE & FIXTURES	1,000	555	445	55.50%
RENTAL OFFICE EQUIPMENT	4,500	1,639	2,861	36.42%
OFFICE RENT	61,797	27,483	34,314	44.47%
PARKING	4,200	1,970	2,230	46.90%
COMPUTER EQUIP/SOFTWARE	10,000	2,157	7,843	21.57%
<b>Total Office Expenses</b>	<b>172,397</b>	<b>66,210</b>	<b>106,187</b>	<b>38.41%</b>
<b>Total Operations Expenses</b>	<b>1,046,057</b>	<b>462,921</b>	<b>583,136</b>	<b>44.25%</b>

**VIRGINIA'S REGION 2000 LOCAL GOVERNMENT COUNCIL**

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**as of December 31, 2016**

	<u>FY17 Adjusted Budget</u>	<u>Actual as of 12/31/16</u>	<u>Diff Between Budget &amp; Actual</u>	<u>% of Budget Used</u>
<b>Total Operations Expenses (from Page 1)</b>	<b>1,046,057</b>	<b>462,921</b>	<b>583,136</b>	<b>44.25%</b>
<b>Direct Project Expenses</b>				
Amherst CDBG - Old Town Madison Heights	1,000	0	1,000	0.00%
Amherst Training Center	20,000	20,000	0	100.00%
Appomattox County Comp Plan	250	0	250	0.00%
Appomattox CDBG - Meadowlark	8,500	2,585	5,915	30.41%
Appomattox CDBG - Planning	750	0	750	0.00%
Appomattox Recovery Planning Grant	20,000	14,153	5,847	70.77%
Brookneal Streetscape	0	34	(34)	#DIV/0!
Campbell County Route 29 Corridor Planning (VTRC)	57,500	77,455	(19,955)	134.70%
DHCD	2,500	141	2,359	5.64%
DRPT / FTA	2,500	120	2,380	4.80%
EDA CEDS - LGC	64,966	68,428	(3,462)	105.33%
Pamplin CDBG	0	255	(255)	#DIV/0!
Pamplin VDH Water	4,000	527	3,473	13.18%
Regional Radio Board	2,000	274	1,726	13.70%
RideSolutions	22,414	3,265	19,149	14.57%
TMDL Redevelopment	250	1,500	(1,250)	600.00%
Town of Amherst Main Street Waterline	800	189	611	23.63%
VDOT - PL	17,000	6,519	10,481	38.35%
VDOT - Rural	2,500	136	2,364	5.44%
WIOA Career Center	5,000	0	5,000	0.00%
WIOA	198,000	26,457	171,543	13.36%
<b>Total Direct Project Expenses</b>	<b>429,930</b>	<b>222,038</b>	<b>207,892</b>	<b>51.65%</b>
<b>TOTAL OPERATING &amp; DIRECT PROJECT EXPENSES</b>	<b>\$1,475,987</b>	<b>\$684,959</b>	<b>\$791,028</b>	<b>46.41%</b>
<b>Pass Thru Expenses</b>				
Regional Radio Board	1,249,988	504,639	745,349	40.37%
VDOT - PL	85,500	34,480	51,020	40.33%
WIOA	950,000	367,900	582,100	38.73%
<b>Total Pass Thru Expenses</b>	<b>\$2,285,488</b>	<b>\$907,019</b>	<b>\$1,378,469</b>	<b>39.69%</b>
<b>Total Expenses</b>	<b>\$3,761,475</b>	<b>\$1,591,978</b>	<b>\$2,169,497</b>	<b>42.32%</b>

**VIRGINIA'S REGION 2000 LOCAL GOVERNMENT COUNCIL**

Attachment Item No. 4

**Budget to Actual for FY17**

**as of December 31, 2016**

	<u>FY17 Adjusted Budget</u>	<u>Actual as of 12/31/16</u>	<u>Diff Between Budget &amp; Actual</u>	<u>% of Budget Received</u>
<b>Revenues</b>				
<b>OPERATIONS FUND (REVENUE)</b>				
Dues	154,428	154,429	(1)	100.00%
Miscellaneous Revenue	12,000	218	11,782	1.82%
<b>Total Operations Revenue</b>	<b>166,428</b>	<b>154,647</b>	<b>11,781</b>	<b>92.92%</b>
<b>Direct Project Revenues</b>				
Amherst County - Old Town Madison Heights	9,000	3,000	6,000	33.33%
Appomattox County Comp Plan	2,000	0	2,000	0.00%
Appomattox CDBG - Meadow Lark	40,000	0	40,000	0.00%
Appomattox CDBG - Planning	6,000	0	6,000	0.00%
Appomattox Recovery Planning Grant	30,000	0	30,000	0.00%
Campbell County Route 29 Corridor Planning (VTRC)	62,500	80,910	(18,410)	129.46%
DHCD	72,471	37,985	34,486	52.41%
DRPT / FTA	104,468	28,765	75,703	27.53%
Hazard Mitigation		2,500		
EDA/CEDS - LGC	50,000	38,822	11,178	77.64%
Pamplin VDH Water	15,000	9,721	5,279	64.81%
Regional Radio Board	25,000	18,520	6,480	74.08%
Region 2000 Services Authority	169,985	75,571	94,414	44.46%
RideSolutions	44,214	11,100	33,114	25.11%
TMDL Redevelopment	3,000	0	3,000	0.00%
Town of Amherst Main Street Waterline	7,000	3,009	3,991	42.99%
VDOT-PL	111,936	43,890	68,046	39.21%
VDOT-Rural	58,000	21,480	36,520	37.03%
WIOA	434,399	141,245	293,154	32.52%
<b>Total Direct Project Revenues</b>	<b>1,244,973</b>	<b>516,518</b>	<b>730,955</b>	<b>41.49%</b>
Interest	750	1,194	(444)	159.20%
<b>TOTAL OPERATIONS &amp; DIRECT PROJECT REVENUES</b>	<b>1,412,151</b>	<b>672,359</b>	<b>742,292</b>	<b>47.61%</b>
<b>Surplus/(Use of Fund) Balance</b>	<b>(63,836)</b>	<b>(12,600)</b>	<b>(48,736)</b>	
Funding from Fund Balance for EDA CEDS	65,027		65,027	0.00%
Funding from Fund Balance for Amherst Training Ctr	20,000	20,000	0	
Funding from Fund Balance for Career Center Location	5,000		5,000	
<b>Funding from Fund Balance</b>	<b>90,027</b>	<b>20,000</b>	<b>70,027</b>	<b>22.22%</b>
	<b>\$26,191</b>	<b>\$7,400</b>	<b>\$21,291</b>	
<b>Pass Thru Revenue</b>				
Regional Radio Board	1,249,988	971,165	278,823	77.69%
VDOT - PL	85,500	34,479	51,021	40.33%
WIOA	950,000	367,900	582,100	38.73%
<b>Total Pass Thru Revenues</b>	<b>\$2,285,488</b>	<b>\$1,373,544</b>	<b>\$911,944</b>	<b>60.10%</b>
<b>Total Revenue</b>	<b>3,787,666</b>	<b>2,045,903</b>	<b>1,719,263</b>	
<b>Net Surplus/(Use of Fund) Balance</b>	<b>26,191</b>	<b>453,925</b>		

**LOCAL GOVERNMENT COUNCIL**

*Attachment Item No. 4*

**Budget to Actual for FY17**

**as of December 31, 2016**

**CASH ON HAND**

Sun Trust Checking

LGC Funds

172,088

WIA Trainit Funds

4,429

Local Govt Invest Pool

474,043

Petty Cash

155

**Cash on Hand**

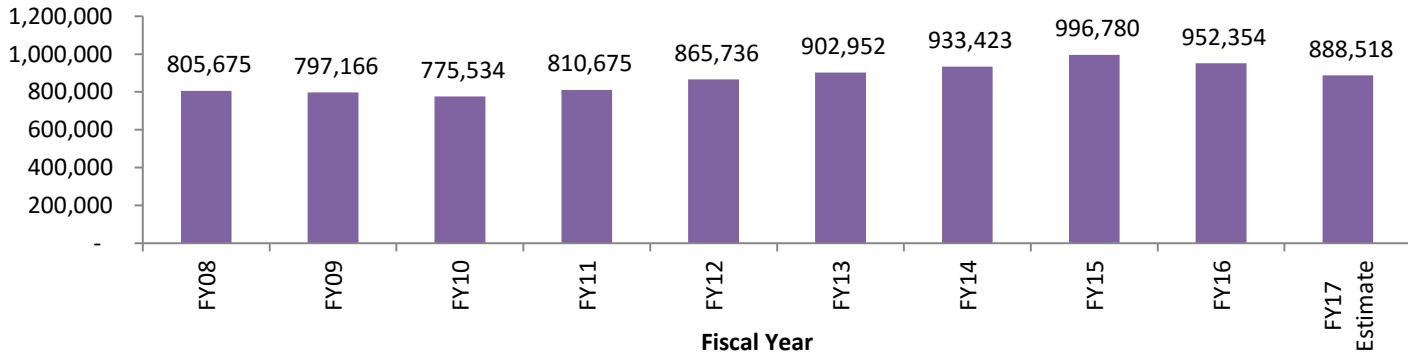
**\$ 650,715**

**CALCULATION OF ESTIMATED YEAR-END FUND BALANCE**

**Estimated Year-end Fund Balance**

**\$ 888,518**

**Year-end Fund Balance**



**Overview of LGC staffing and recommendation to hire a Communications Manager Staff Person**

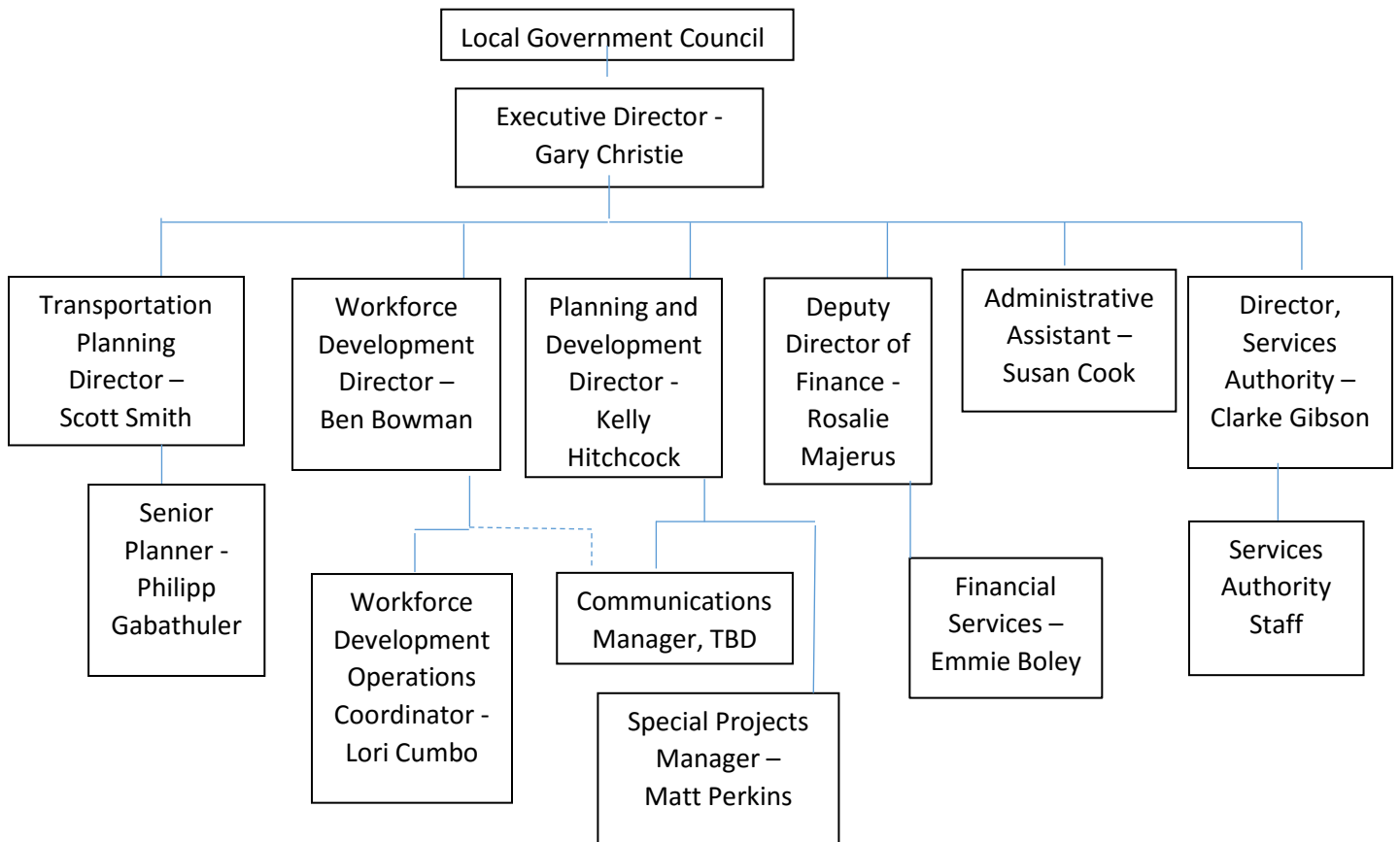
**Background**

In July 2016 the LGC approved the creation of a supervisory position to manage the day-to-day operations of the Grants/Programs component of the organization. Non-transportation work like local planning efforts, CDBG grants, and other services would fall under this position’s oversight responsibility. LGC Senior Planner Kelly Hitchcock has been promoted to this Planning and Development Director position.

This supervisory position would parallel the Transportation Director position we established in April 2016 which is responsible for managing transportation related programs. Scott Smith has been promoted into that role.

As we discussed in November, Matt Perkins has effectively moved to a role that is predominately grants and special project management. With the new CEDS initiative, we also discussed the importance of having some additional staff resources to assist and spark the implementation and on-going monitoring of the Comprehensive Economic Development Strategy. We also mentioned an offer by the Workforce Development Board to pay 50% of the cost of a Communications Manager.

**Current Updated Staffing Chart**



### **Proposal for a Communications Manager position**

We have an opportunity to share half of the costs a full time position with the Workforce Development Board. For the LGC, the position would maintain our websites, newsletters and reports and well as assist with RIDE Solutions and EDA programs. For the Workforce Board, the position would provide two way communications with the Business community providing information about workforce training services and assistance with grant development.

#### **Proposed Communications Manager Priorities:**

- Workforce Development
  - marketing services to local businesses and providing feedback from local businesses to management on services and training needed
- Local Government Council and Services Authority communications
  - newsletters, annual reports to DHCD, Region 2000 local governments, website postings
  - RIDE Solutions and linking workforce development to RIDE Solutions
  - Assisting Kelly with work related to EDA and Economic Development: EDA liaison, Economic Development District development, CEDS implementation and website monitoring, support to implementation committees

#### **Costs:**

\$45,000 estimated annual salary, \$17,000 benefits - \$62,000 total

Revenue sources: \$31,000 Workforce Board, \$31,000 LGC & Services Authority. Projected June 2016 start date.

#### **Impact on FY 18 budget:**

Including our share of the new position we are an estimated \$49,000 away from a balanced FY 18 budget. It is not unusual to start the year drawing some funds from our reserves and catch up as grants or contracts are announced.

- We have two CDBG applications to be submitted in March. If one is awarded, this would bring an estimated \$25,000 for two years.
- Another way to make up the difference is relocate to less expensive office space. Our space costs went up \$20,000 when the Alliance left.
- If, after a couple of years, we decide that we cannot afford this position, we could ask the Workforce Board to take on the entire cost and transition the position to that Board.

#### **Justifications:**

Staff recommends moving forwards with the hiring:

- a) We'll get a better applicant pool offering a full time position
- b) We only have to pay one-half of the costs since the Workforce Board will pay the other half. It's an opportunity to take advantage of now because, if we decline, then the Workforce Board will move on without us

**Recommended Action**

- 1) Authorize the hiring of a Communications Manager at a grade 109 pay classification, starting salary in the \$45,000 range, with 50% of the cost coming from the Workforce Development Board. Also request that the Executive Director present some options for office space, including the option of purchase of space.
  
- 2) Approve the job description revision for Matt Perkins to transition from the Administrative Services Coordinator to Special Projects Manager  
  
(two job descriptions to be included)

## Virginia's Region 2000 Local Government Council Classification Description

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**Classification Title:** Communications Manager

**Department:** Local Government Council

**Supervisor:** Planning and Development Director

**Pay Grade:** 109

**FLSA Status:** Non-Exempt

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### **General Statement of Job**

The Communications Manager provides information and communication services linking the organization's programs, services, and partners with the larger regional community. The Communications Manager serves as the Region 2000 liaison with the media, Region 2000 Boards and Commissions, our program partners, and the general public and guides the development of public information products and communication outlets. Performs complex professional and administrative work under the general supervision of the Planning and Development Director.

### **Specific Duties and Responsibilities**

#### **Essential Functions:**

Serve as the Region 2000 organization's primary contact for media and community relations and leads in the development and dissemination of public information. This includes development, editing, and production of the annual report, monthly newsletter, print and digital advertisements, community presentations, articles to magazines and other media channels, and social media outlets.

Develop and manage published articles, advertisements, web content, and videos that present Region 2000 program partners and services. This includes the development and management of a digital and image library.

Develop and manage a Workforce Development Board (WDB) business liaison program that strengthens business relationships by sharing information about WDB services and gathers feedback on business workforce development related needs.

Update and manage the websites and social media pages of the Region 2000 organizations and program partners including the Local Government Council, Services Authority, and Workforce Development Board. This includes coordination of content creation, including special projects and events. Includes developing and driving social media engagement through Facebook, Twitter, and Instagram along with other emerging communication outlets.

Develop and maintain the overall communications plan for the Region 2000 organizations with annual updates as needed. Develop and manage communication materials disseminated by the organizations, e.g. newsletters, brochures, advertisements, and all social media outlets. Assist staff, as needed, with review and graphic content for documents, PowerPoint presentations, speeches, press releases and presentations.



Prepare annual reports to local governments, stakeholders, boards and state/federal funding agencies.  
Take photographs as necessary.

Increase public awareness of Region 2000 activities by making presentations to public and private organizations, agencies, business events, and the like.

Provide staff support to Council members as needed.

Perform other duties as assigned.

**Knowledge, Skills, and Abilities:**

A highly motivated person with strong interpersonal skills is needed.

A demonstrated record of strong leadership abilities is critical.

Excellent oral and written communications skills as well as the ability to write, edit, and deliver speeches and presentations is required.

Ability to write and edit for a variety of audiences using multiple platforms (e.g. documents, social media, and brochures) is essential.

The ability to interact professionally and maintain effective working relationships with public and private sector leaders and representatives, including the media, through listening and responsiveness will also be important to be successful.

Ability to plan, schedule and organize meetings, regional visits from individuals or groups and special events, including news conferences.

Demonstrated expertise with Microsoft Office products for word processing, email, presentations, spreadsheets and publication software required. Constant Contact proficiency desired.

Proficiency with Adobe Creative Suite or equivalent web graphic design tools required.

Experience in engaging communities via social media with metrics to support strategies desired.

Experience in web design and print production desired.

Photography skills a plus.

Ability to research and prepare clear, concise and well-organized technical reports.

Ability to organize work with minimal supervision and execute multiple tasks simultaneously.

Ability to plan and accomplish goals, using skillful problem solving techniques.

Ability to work as part of a team and to adapt work habits and procedures as necessary to accommodate the organization.

Ability to work flexible hours, including evenings.

## **Education and Experience**

Bachelor's degree from an accredited university in communications, public relations, journalism, marketing, English or related field preferred.

Three (3) years of relevant experience is required. An equivalent combination of education and experience may be considered. Government or nonprofit experience preferred.

Possession of valid Virginia Driver's license and acceptable driving record required.

## **Physical Conditions and Work Environment**

Work is normally performed in office environment in a seated position; employee may be required to travel to businesses and project sites. Job requires frequent use of hands and fingers to operate a computer and other equipment, and to reach with hands and arms. Occasionally required to stand, walk, bend, stoop, kneel, crouch or crawl, and occasional lifting or moving objects of up to 30 pounds. Requires close vision and ability to adjust focus.

**Date Approved:**      **January 20, 2017**

**Date Amended:**

## Virginia's Region 2000 Local Government Council Classification Description

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**Classification Title:** Planning and Development Director

**Department:** Local Government Council

**Supervisor:** Executive Director

**Pay Grade:** 114

**FLSA Status:** Exempt

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### General Statement of Job

The Planning and Development Director performs responsible professional and administrative duties in providing overall leadership in the Local Government Council's (Council) Planning District Commission work related to community development and planning, communications, and inter-governmental services on a regional and local level.

### Specific Duties and Responsibilities

#### Essential Functions:

Directly supervise employees in the Planning Division in accordance with the Council's policies and applicable laws. Interview, hire and train employees; plan, assign and direct work; appraise performance; reward and discipline employees; address complaints and resolve problems.

Provide professional and technical assistance to localities in the areas of grants development and management, local ordinance development, local and regional community development and planning and project administration.

Explore and initiate new projects that will benefit the Council, member localities and the region, and serve as a revenue source to the Council.

Prepare, coordinate and administer various Federal and State grants.

Perform procurement and contract administration for consultant supported projects.

Prepare and make presentations as needed to boards and commissions on recommendations requiring action.

Prepare and present Planning Division budget.

Manage the Council's relations with the Economic Development Administration including supporting efforts to manage, monitor and implement the Comprehensive Economic Development Strategy.

Oversee the Council's communications program and message for the LGC, Workforce Development and Services Authority.

Perform other duties as assigned.

**Knowledge, Skills, and Abilities:**

Extensive knowledge of the theories, principles, practices and techniques of urban, rural and community planning and grants development/management.

Knowledge of the State statutes and local government ordinances governing planning, zoning, subdivision and related codes is helpful.

General knowledge of the principles and practices of civil engineering as they relate to planning.

General knowledge of GIS applications.

General understanding and ability to utilize the Council's adopted software platform, currently Microsoft Office Suite.

Knowledge of operation of local government; ability to interpret and analyze technical and statistical information and to communicate that information effectively in writing and orally.

Ability to organize work with minimal supervision and execute multiple tasks simultaneously.

Ability to plan and accomplish goals, using skillful problem solving techniques.

Ability to research and prepare clear, concise and well-organized technical reports.

Ability to communicate effectively both orally and in writing.

Ability to plan, schedule, supervise and evaluate a wide range of programs.

Ability to work under pressure, within time restraints, using judgment, discretion and initiative.

Ability to establish and maintain effective working relationships with the public, community groups, staff, State and Federal officials, and appointed and elected officials.

Ability to work as part of a team and to adapt work habits and procedures as necessary to accommodate the organization.

Ability to work flexible hours, including evenings.

**Education and Experience**

Bachelor's Degree from an accredited four-year college or university with major work in public administration, community planning, engineering or a related field. Master's degree preferred.

Five (5) years related experience in planning or engineering, including at least three years supervisory experience, and experience in inter-governmental relations. Equivalent combination of education and experience may be considered.

Possession of valid Virginia Driver's license and acceptable driving record required. American Institute of Certified Planners (AICP) certification preferred.

**Physical Conditions and Work Environment**

Work is normally performed in office environment in a seated position; work occasionally is outside at project site. Job requires frequent use of hands and fingers to operate computer and other equipment and ability to reach with hands and arms. Regularly required to talk and hear. Requires occasional standing, walking, bending, stooping, kneeling, crouching or crawling, and occasional lifting or moving objects of up to 30 pounds. Requires close vision and ability to adjust focus.

**Date Approved:**      **January 20, 2017**

**Date Amended:**

## Virginia's Region 2000 Partnership Classification Description

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**Classification Title:** Special Projects Manager  
**Department:** Local Government Council  
**Supervisor:** Planning and Development Director  
**Pay Grade:** 109  
**FLSA Status:** Non-Exempt

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### General Statement of Job

The Special Projects Manager performs professional planning and project management duties managing a variety of professional level projects and assignments that will benefit the Local Government Council (Council) and member localities. The Special Projects Manager also provides assistance and innovative ideas related to communications, websites and public information both on a regional and local level.

### Specific Duties and Responsibilities

#### Essential Functions:

Manage grants and projects as assigned, including advertising, public hearings, community meetings and stakeholder groups and grantor reports. Perform independent research for new grants and projects and develop potential project concepts.

Prepare reports, resolutions, public notices and memoranda as appropriate. Provide project management and communications services to localities as requested. May be asked to assist with the development of the Department of Housing and Community Development annual report

Explore and initiates new projects that will benefit the Council, member localities and the region.

Coordinate study projects with participating agencies, overseeing the collection and analysis of data, prepares reports, and develops recommendations for the implementation of short and long range regional plans and programs.

Assist localities and development agencies in developing and activating projects and programs, securing funding and continuing operation and monitoring of programs.

Provide staff support to Council committees as needed.

Perform other duties as assigned.

#### Knowledge, Skills, and Abilities:

General knowledge of the theories, principals, practices and techniques of rural and urban planning.

General Knowledge of the State statutes and local government ordinances governing planning, zoning, subdivision and related codes.

Knowledge of local government.

Ability to communicate effectively both orally and in writing.

Ability to interpret and analyze technical and statistical information and to communicate that information effectively in writing and orally.

Ability to research and prepare clear, concise and well-organized technical reports.

Ability to plan, schedule, supervise and evaluate a wide range of programs.

Ability to organize work with minimal supervision and execute multiple tasks simultaneously.

Ability to plan and accomplish goals, using skillful problem solving techniques.

Ability to work under pressure, within time restraints, using judgment, discretion and initiative.

Ability to establish and maintain effective working relationships with the public, community groups, staff, State and Federal officials, and appointed and elected officials.

Ability to work as part of a team and to adapt work habits and procedures as necessary to accommodate the organization.

Ability to work flexible hours, including evenings.

General knowledge of ArcView and other Arc family GIS software systems. General understanding and ability to utilize the Council's adopted software platform, currently Microsoft Office Suite.

## **Education and Experience**

Bachelor's Degree from an accredited four-year college or university with major work in planning, geography, GIS or related field.

Three (3) years of related experience an equivalent combination of education and experience may be substituted.

Master's degree in planning or a related field preferred.

Working knowledge of ArcView and other Arc family GIS software systems helpful.

Possession of valid Virginia Driver's license and acceptable driving record required.

## **Physical Conditions and Work Environment**

Work is normally performed in office environment in a seated position; work occasionally is outside at project site. Job requires frequent use of hands and fingers to operate a computer and other equipment, and to reach with hands and arms. Occasionally required to stand, walk, bend, stoop, kneel, crouch or crawl, and occasional lifting or moving objects of up to 30 pounds. Requires close vision and ability to adjust focus.

Date Approved: January 20, 2017

Date Amended:



## CENTRAL VIRGINIA TRAINING CENTER RESOLUTION

### Virginia's Region 2000 Local Government Council



**WHEREAS**, in January 2012, Governor McDonnell announced the closure of four of Virginia's training centers over a ten year period and the continuation of the downsizing of a fifth center, pursuant to the August 2012 U.S. Department of Justice settlement and related matters; and

**WHEREAS**, the Central Virginia Training Center (CVTC), the "Center" is scheduled to close by 2020, if not before; and

**WHEREAS**, the residents of the Center are among the most vulnerable and needy of specialized care in our Commonwealth, whose family members are highly dependent on the services provided by the Center; and

**WHEREAS**, it as yet undetermined whether any portion of the Center will remain open to support those residents and their families, but it is certain that large portions and many buildings of the Center have never been used and will not ever be needed; and

**WHEREAS**, the Commonwealth still holds debt in excess of \$20 million on the property that must be repaid and manages a trust fund for the residents that needs additional supplementation, that delay in the gainful disposal of the Center's unneeded assets represents a great waste of Commonwealth resources; and

**WHEREAS**, if the Commonwealth is to maximize the financial potential of these unneeded assets to its own benefit and the benefit of the CVTC residents and families it is only prudent to invest in the studies and demolition work needed and move swiftly through the administrative processes needed to make the assets appealing to investors at their highest and best use; and

**WHEREAS**, the Central Virginia Training Center has been one of the largest employers in Region 2000 with a total economic impact for the Lynchburg MSA of 1,639 full-time equivalent jobs, \$53.6 million in labor income, and \$87.1 million in overall economic activity, and generating State and local tax revenue of \$3 million; and

**WHEREAS**, preparing the unused assets of the Center for redevelopment to fill the economic void its closure is creating does not preclude retaining part or all of the Center's current operations; and

**WHEREAS**, an economic and environmental analysis are both needed and advisable given the significant economic disruption the Center closing will have on the Region 2000 community and given the community's vested interest in its future use; and

**WHEREAS**, the Virginia's Region 2000 Local Government Council supports the position of the Amherst County Board of Supervisors and encourage the Commonwealth inform itself regarding

the environmental issues that are present on the facility, take responsibility to resolve those issues, remove derelict structures with no present or future value, and undertake those planning and marketing efforts necessary to maximize proceeds from the Commonwealth's disposal of the unneeded assets at the facility; and

**WHEREAS**, our local delegation of state Senators and Delegates have worked to protect the patients of CVTC and continue to advocate on their behalf; and they are aware that the Commonwealth includes carrying costs of maintaining the facility to inflate the cost of care per patient to justify closure; and

**WHEREAS**, our local delegation of state Senators and Delegates want to work to find solutions to bring the highest quality care for those patients while also finding ways to lower the cost per patient by working to declare unneeded assets that negatively impact the CVTC; and

**WHEREAS**, our local delegation and local government officials also urge the Virginia Department of Behavioral Health & Development Services to declare excess property of the CVTC to the Virginia Department of General Services in order to begin the property disposition process.

**NOW, THEREFORE, BE IT RESOLVED**, the Virginia's Region 2000 Local Government Council strongly encourages the Commonwealth, with regard to the Central Virginia Training Center to:

1. Fund the necessary environmental investigative, assessment and rehabilitation studies to gainfully market the unused property of the Center to prospective developers for use at the property's highest and best potential through an amendment to the Virginia 2017 budget;
2. Direct its agencies through budget language in the Virginia 2017 budget to partner with local economic development agencies to move swiftly through the administrative processes to sell or find alternative uses for the excess property of the Center;
3. Fund the demolition and removal of structures and hazards that have no present or future value;
4. And, fund planning and marketing efforts to maximize the return of value for the unneeded assets of the Center.

**BE IT FURTHER RESOLVED**,

That the Local Government Council is committed to finding solutions to grow economic opportunities around the CVTC that will also help enhance the community for patients, families and the health care provider employees.

**AND BE IT FURTHER RESOLVED**,

That the Local Government Council will work to support the legislative and state budget initiatives introduced by our local state delegation to keep the necessary portions of CVTC open for as long as feasibly possible while working alongside the relevant Commonwealth agencies to

implement the economic opportunities and growth that will positively benefit our shared communities.

Chairman: \_\_\_\_\_

Executive Director: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

## **Senate of Virginia Representation on LGC**

Senator Steve Newman has declined to serve on the Local Government Council for 2017-2019 due to his workload at the General Assembly and at his business. It is suggested that we invite the winner of the Senate District 22 contest, Mark Peake, to be our Senate representative for this term.

## **CEDS Implementation Committee**

We've received several grants over the years from the federal Economic Development Administration related to economic development strategic planning. When we did our first Comprehensive Economic Development Strategy, the committee was effectively dormant until the next five year planning cycle.

The new CEDS document recommends that an Implementation Committee be formed in order to monitor and implement the strategy.

The Implementation Committee would:

- Be responsible for the overall implementation process
- Suggest Initiative Focused Committee members as appropriate
- Receive progress reports from Initiative Focused Committees
- Approve annual and overall progress reports to stakeholders and EDA.
- Serve as the sounding board and approval group for the development of the metrics and website that will report progress on implementation

It is suggested that staff from the LGC and the LRBA measure the interest of existing CEDS committee members to serve on the implementation committee and form the committee to begin its work.

### **Recommended Action**

For the Council's information and comments

## **LGC Executive Committee**

([http://www.localgovernmentcouncil.org/images/PDFs/LGC\\_Bylaws.pdf](http://www.localgovernmentcouncil.org/images/PDFs/LGC_Bylaws.pdf))

Article VII, Section 1 of our Bylaws says that the Executive Committee should be made up of the four officers and an elected official of each of the other the member jurisdiction or that elected official's designated alternate. It is the intent of the bylaws that every jurisdiction be represented on the Executive Committee, but that each only have one vote, with the exception of the Chairman's jurisdiction which would have the Treasurer's vote as well.

Unless we change our bylaws, we should reconsider how we handle motions and voting at Executive Committee meetings.

One suggestion is that we take a roll at the beginning of an Executive Committee meeting and identify whether the elected representative is present and if not, if the designated alternate is present for motions and voting purposes. Those members identified in the roll call should be the ones making motions and doing the voting in our Executive Committee meetings.

### **Recommended Action**

For the Council's information and comments. We would start the roll call process in future Executive Committee meetings if there are no objections