

October 17, 2019 Central Virginia Planning District Commission

Visioning a More Competitive Region

Purpose of the event:

Engage local government officials and stakeholders to decide how to move forward over the next decade to make our region more competitive

PDC Event Participants

- Elected Officials
- Managers/Administrators
- Planners
- Economic Developers
- Business, Non Profit and Education Stakeholders

Draft Agenda

4:00 pm – 4:45 pm	CVMPO and CVPDC meetings
4:45 pm – 5:30 pm	Reception and hors d'oeuvres
5:30 pm – 5:45 pm	Welcome, agenda review, enthusiastic remarks
5:45 pm – 6:15 pm	Present survey results and discuss Strategies, Opportunities, and Aspirations Includes a voting system to prioritize no more than three concepts
6:15 pm – 6:45 pm	Break-out into tables based on no more than three concepts of interest to add definition and detail. Groups should not exceed 8 per table, so multiple small groups may work on the same topic. Small groups may identify success factors and challenges associated with the concept. Small groups may recommend initiatives or activities to move the concept forward.
6:45 pm – 7:05 pm	Groups report out. Includes a voting system to build consensus on the priority concept to move forward
7:05 pm – 7:20 pm	Wrap up, next steps, and thanks

Information Gathering

Prior to the PDC event, a survey will be disseminated to invitees. The survey will ask these questions:

Demographic information:

- Role/position (drop down box with options, e.g. Elected Official, Manager/Administrator, etc.)
- Jurisdiction/organization represented (drop down box with options or fill-in)

Survey Question:

1. I see our region as _____ competitive when compared to other regions
2. The good thing(s) that differentiates us from other regions and makes us more competitive is _____
3. I wish our region would _____ to be more competitive

Marketing

PDC staff will develop:

- Electronic save-the-date notice that would send to all invitees
- Personalized electronic invitations going to all others on the invitation list
- Web page within the PDC website for more information

Visits by PDC Members who are Elected Officials

- We will discuss asking elected officials who are members of the PDC to visit a different political jurisdiction during a meeting in August or September, encouraging elected officials to attend the October 17 Visioning Session and delivering personalized invitations prepared by the PDC

Meeting logistics

Cash bar and heavy hors d'oeuvres will be available from 4:45 until 6:15.

No charge to attend, PDC pays for the food and meeting expenses.

Facilitator, Lou O'Boyle from Zelos

Lou O'Boyle, the Zelos Director of Engagement, brings over 25 years of experience working with and for government and nonprofit organizations with a focus on organizational performance and results. Lou has also served as the Strategy and Performance Coordinator for Chesterfield County, Virginia where she developed and implemented an organizational performance management framework that included a countywide strategic plan, division and department priorities, program-based budgets and a transparent measurement system. Through her unique and creative facilitation skills and her drive to meet defined

outcomes by following an agreed-upon process, Lou has a demonstrated ability to work effectively within a variety of organizational and political structures and environments to achieve results. Lou launched and grew Zelos, a consulting and training firm in Virginia, where she served over 50 clients in the Zelos service areas of strategic planning, performance management, process improvement, and training; at Zelos, she designed and facilitated numerous award-winning strategic planning projects and was a published author of thought leadership articles for the Alliance for Innovation.