

**Virginia Rural Center
Minutes for Council for Rural Virginia Meeting**

**June 9, 2014 @ 1:10 p.m.
Virginia Department of Forestry, Charlottesville, Virginia**

1) **CALL TO ORDER:** Ward Stevens (Introductions)

2) **ROLL CALL:** Nannette Thompson

Present: Carlyle Wimbish, Morgan Wright, Ward Stevens, Christy Morton, Batina Ring, Bryan Warner, Katie Frazier, Travis Hill, Ed Scott, Frank Ruff, Bill Tucker, Dickie Bell, Oliver McBride, Wayne Pryor, Jay Poole, Neal Menefee, Basil Gooden, Greg White, Ron Jefferson, Robin Sullenberger, D. Walton. Guest: Batina Ring, Dept. of Forestry

3) **Approval of Minutes:** December 5, 2013 and February 5, 2014 Meeting minutes approved and accepted.

4) **Financial/Budget Review:** Christy Morton

1. Quarterly P&L
2. Quarterly Forecast
3. Proposed Budget

Officially 2 separate entities. We have 2 separate accounts, Center and Council. Combined sheet as one since that is how we operate. Wanted to make sure Board can see actuals and what is about to hit. Summit real opportunity to make money. The Center account pays for salaries. Everything else is paid from the Council account. Proposed budget included in handouts 7/1/2014-9/30/2015.

Glen's income and travel will decrease expenses this year. Were asked to be conservative on income/liberal on expenses, so that revenue is left over at the end of the year. Propose a realistic budget. The accounts do not get charged bank fees. Spend more money on marketing, i.e. Website, Facebook and Twitter. May need to add dedicated time allowance to Christy's work plan.

Budget with revenues greater than expenses. Budget accepted as presented. No discussion, motion carries.

5) **Executive Presentation:** Christy Morton

- Work plan – Where do we want to go as an organization? More direction and involvement from the Board so that everyone is on the same page.
- Rural Research Initiatives
 - What is the community wide rural impact of some of these bigger decisions?
 - Is a formal research entity needed? Find a question, get answers from another resource/group. (Not just ask what are you doing)
 - Broadband deployment in rural areas. Very important to workforce, education and other issues that we focus on.

- Focus on direction of what has already been planned. What has already been accomplished, prioritize and concentrate on 3 or 4 initiatives to show measurable results. Take each and assign goals based on the Strategic Plan.
- Operational Goals (objectives) – Tap into resources of the Boards. Other agencies that can help: USDA, Virginia Cooperative Extension and State Director, Rural Development.

Approval of work plan. Motion made as stated, seconded & approved.

- Budget Subcommittee
The Virginia Rural Center is made up of 2 legal structures. Make sure bylaws and fiscal year coincide and the organization is what we say we are doing. Hanger and Stevens to look over documents and take the next step soon.
- Website
Review new site using WIX. Would like to see pictures geared towards the VRC's plan. Home page needs to invite, describe what the VRC does and why someone should contact us. Add bullet points? Add a Virginia Small Business tab. And fundraising i.e. Supporters or friends of.....instead of "members".

Ok to move forward with the site and GO LIVE!!

6) New Business:

Discussion: Any other initiatives related to the Strategic Plan?

- Do we need a committee to consider legislative priorities on behalf of the Board?
- Executive Director to gather information, feed to the Chairman then take the ideas to the Board.
- Committee to review and decide which issues to advocate for. Jay Poole to put together guidelines then present back to the Board.

7) Other Business

- Proposed: Rural Summit to be held November 2014 at the Hotel Roanoke and Conference Center. Add Governor's name, make an annual event.
- Feedback: November 12 & 13? Charlottesville?
- Accepted as presented. Move forward.

8) Board Appointments: See attached

9) MOTION ON TABLE TO ADJOURN: 3:30pm Meeting Adjourned.