

**Minutes for Center for Rural Virginia Board of Directors Meeting  
Roanoke, Virginia**

**November 19, 2014 @ 1:10 p.m.**

1) **CALL TO ORDER:** Emmett Hanger (Introductions) and agenda adopted.

2) **ROLL CALL:** Nannette Thompson

**Present:** Emmett Hanger, Katie Frazier, Ron Jefferson, Frank Ruff, Bill Tucker, Morgan Wright, Greg White, Oliver McBride, Connie Long, Christy Morton, Nannette Thompson

3) **Approval of Minutes:** June 9, 2014 combined minutes approved and accepted. Correct Brian Warner name spelling.

4) **Presentations and Reports:**

- **Financial/Budget Review**

1. Quarterly P&L – See handout
2. Quarterly Forecast – See handout

- **After Action Workshop**

1. **Board Discussion and Next Steps:** Great turnout and attendance. VRC needs to tell people what they missed. Send an email blast with details of the Summit, including speakers, topics, etc. Need to be sure to share this information with our communities. The Hotel Roanoke was a good, central location. Speakers and panelists were great. Recurring theme from speakers was to be aggressive. They said what needed to be said. Having clear action steps out of each panel is important and good. Make the strongest point at the end/last thing to keep folks involved. Expand our reach to others, including community banks.
2. **Policy Recommendations:** Going forward email financials to the Board before meetings.
3. **2015 Rural Summit:** When scheduling for the future, make sure we are not competing with other conferences/meetings, including the community college meeting. End of September or beginning of October is a good time. May and October are the busiest times for farmers. Networking time is hard to find – adding in time for networking would be great in the future.

5) **Executive Director Presentation:** Christy Morton

- **Update on 2014 Projects and Initiatives**

1. Tobacco Commission Grant – Update on progress and next steps. Has been a great way to meet with communities throughout the Tobacco Region.
2. Broadband industry meetings. Prioritize recommendations, no money but will work this session and beyond on innovative ways to work around hurdles with broadband.
3. RUPRI State Policy Panel overview of work.
4. Current Grant Proposals: Tobacco Commission and USDA Partnership with VAFAIRS.

- **2015 Project Work Plan and Goals**

1. In preparation for the 2015 General Assembly session, Christy will be sending a poll to Rural Caucus members to select a meeting day and time for the weekly Rural Caucus meetings during session.
2. The Rural Caucus Reception and Dinner is scheduled for February 4, 2015. The Boards discussed holding a reception versus a dinner and the importance of working with VACO to get information out to all localities to increase their engagement. It is a good event to get legislators together during session. VRC should explore ways to increase local government officials and legislators attending together, including reserved tables for them.
3. Broadband work continues with Secretary Jackson and the telecommunications industry.
4. Joint Commission on Health Care – This is the second year of the project, which will be the year that the majority of the work is done. A final report will be presented to the JCHC in October 2015. This project ties in well with the work we are doing on broadband and in other areas.
5. USDA Grant – The project will look at Agricultural Development Boards in Virginia and surrounding states. There are various models and we will work to identify which ones work best. Put together a model and hold workshops to share that information in several communities.
6. Partners for Rural America – Virginia will host the 2015 Annual Conference in August. There will be approximately 50 attendees. This is a great opportunity to showcase some of Virginia’s successes. Will hold at the Stonewall Jackson and will include a bus tour of the Shenandoah Valley.
7. Questions from the Board: What are themes when getting together with PDC’s? The discussion surrounds the identified “Economic Drivers”: Leadership and Community Capacity; Education and Workforce; Access to Quality and Specialty Healthcare; Infrastructure; Entrepreneurship and Small Business; and Regional Assets and Opportunities.  
What are the priorities most selected out of the drivers for communities to accomplish the goals in their strategic plans? Education and Workforce and Infrastructure are often top choices.

6) **New Business:**

- **2015 Legislative Session:** Survey for times to have Rural Caucus meetings. Board will be notified and invited.
- **Prosperity Commission:** Food deserts and health deserts. Comes down to accessibility. Important to remember that private enterprise is the key to access.
- **Rural Research Component:** Where do the discussions stand with VSU? Potential partnerships on are currently hold, during the change in leadership. A rural research component, analysis and resources to produce research capabilities around rural issues are important. What are the plans/questions to clearly define objectives? RUPRI should have a role. Virginia Tech and UVA are not necessarily options for their current research load and their physical locations. Where does the money come from to fund research? The Boards directed the Executive Director to research what other states do for rural research and present at the next board meeting. Brian Warner is willing to be a second set of eyes on this project.

7) **Old Business**

- Council Bylaws revisions and appointees in March.
- Joint Meeting in March. Poll for later March vs. early March.
- Accepted as presented. Move forward.

8) **MOTION ON TABLE TO ADJOURN:** Meeting Adjourned.