

Loudoun County Economic Development Commission Executive Committee Meeting Notes

Date: 5.23.08	Start: 8:00 a.m.	Adjourn: 9:42 a.m.
Location: Department of Economic Development Conference Room		
EDC Executive Committee Members		
Name	Attended?	Comments
John Wood, Chair	✓	
Kirby Bowers	✓	
Susan Buckley	✓	
Paula Harper	✓	
Rick Hurwitt	✓	
Tamar Datan Johnston	✗	excused
Shaun V. Kelley	✓	
Ted Lewis	✓	
Joseph Paciulli	✓	
Deborah Rochkind	✓	
Chairman Scott K. York	✓	

Staff, Non-EDC Members and Guests		
Warren Howell	✓	
Dorri Morin	✓	
Linda Neri	✓	
Larry Rosenstrauch	✓	
Tricia Simons	✓	
Other ~ Kaj Neilson	✓	
Other ~ Buddy Rizer	✓	

Major Themes:

- I. **VIP Reception:** Everyone commented all around that it was an incredible event. Buddy Rizer handed out a summary sheet. Chairman York stated it was the “best ever”. Later in the meeting, staff was directed to create a certificate of appreciation for Georgia Graves and Buddy Rizer.
- II. **Ambassador Program:** Robyn Bailey will formulate this program upon returning from vacation. John Wood commented that he sees the EDC acting as advisors and DED doing the work. He stated the department cannot launch a program until it has adequate resources assigned. Robyn will work with the executive committee on development of program. She will consider involving other EDC members from the business community like Randy Kelley and Mary Porter.
- III. **Metrics:** Rosenstrauch presented a draft set of 20 metrics; all but three come from the Department’s budget pages. Wood discussed the difference between outcomes and activity and that Planning & Zoning needed to know that they play a crucial role with DED activities as they are an integral part of the customer experience. Chairman York asked about measuring the rural economy – the goal is to increase rural businesses to reduce potential number of housing units built. It was stated that in a down market, activity measures are important because outcomes can be affected by broader economic issues and might not be the result of lack of effort.
- IV. **Selecting Industry Clusters/Overlays:** York and Supervisor Buckley suggested that it is not the BOS’ role to determine future clusters, but the DED’s role as the staff experts. The entire committee felt strongly that this was the right approach. Wood will attend the June 19th ED

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Committee meeting where clusters will be presented with recommendations made by DED. Joe Paciulli recommended that the full EDC vote on a resolution of endorsement of DED recommended clusters and overlays.

- V. **Rural Economy Update:** Warren Howell briefed the committee on the REDC Annual Report. He also stated the staff is striving to provide as much concrete data as possible to answer the question. “Have we succeeded in doubling the rural economy in the last 10 years?” for the July presentation to the BOS – a 10 year retrospective on the rural economy.
- VI. **George Mason University:** Rosenstrauch stated that working to bring a four-year Mason campus to Loudoun is the most important economic development project in Loudoun and suggested it should be on the Action Plan. Deborah Rochkind requested that the EDC Exec devote a portion of the June 27th meeting to a GMU briefing. Wood noted that after Mason briefed the CEO Cabinet, several CEOs approached Mason and County Administrator Bowers saying they wanted to work with Mason to develop the curriculum. Wood further noted that bringing a four year accredited university is strategic to the business community as these organizations provide the “feeder system” for businesses.
- VII. **TIP Strategies:** Dorri Morin provided an overview of the highpoints of the TIP Strategies Report and Presentation and provided handouts.
- VIII. **Transparency in Government:** Buckley mentioned this new BOS initiative. EDC members cautioned it could have a negative impact on EDC membership, especially the income/stocks and bonds type questions. Buckley stated there are various levels of disclosures and the BOS realizes it needs to move slowly.
- IX. **Top 10 Issues to BOS:** Chairman York asked that each executive committee member compile a list of the Top 10 Issues facing the County/projects the County could address in this Board Term. Morin will compile the results and provide to the BOS for their retreat on July 23rd.

Committee Reports:

EWFC: Paula Harper reported the committee is preparing for the June 20th Education Workforce Roundtable, where Dr. Shari Garmise will present. Rehau is hosting the event.

MBRC: Rick Hurwitt noted the success of the VIP Reception. He is also delving into to the LCVA Quarterly Update. The EDC/DED joined MAVIA and will now work to leverage the investment. Hurwitt hopes to have a meeting hosted at a Loudoun location in the near future.

PIC: Shaun Kelley noted the PIC is continuing to scrub the Action Plan. It is also looking into tracking the rural zoning process. Several PIC members have stated that a paradigm shift needed to occur in the interactions between private and public development entities.

TIC: Ted Lewis stated the TIC is looking into portions of the Sign Ordinance. Melinda Artman requested the committee take this work on. A volunteer group is working to suggest a “Top 10 Fixes” list. TIC will provide a recommendation to the full EDC. The committee is again looking at broadband. This time it will focus more on eastern Loudoun issues and work with staff to update the broadband report.

New Business:

Nominating Committee: Deborah Rochkind is chair of this committee. She presented a document showing whose terms were expiring and containing a timeline of events. There are seven open positions. By-laws clarify that members who filled a vacated term can serve another full term. Plan is to speak to incumbents, advertise in July, and look at attendance of existing members.

Cabinet Updates – if necessary – n/a at this meeting

Action(s) Taken:

Date, Time and Location of Next Meeting: Friday, July 25, 2008