

Meeting 2: GOALS DEVELOPMENT

GOALS are defined as “What you want to do.”

Topic 1: Infrastructure

1. Broadband – increase service
2. Airport improvements in general
3. Marketing as technology hub
4. Multi-modal Transportation
5. Utilities
6. Develop land-use policies for both existing parcels and vacant land
7. Connectivity
8. Education of the funding of transportation
9. Pad ready sites, creation and marketing

Topic 2: Regional Cooperation and Marketing

1. Creation of regional database for available parcels/buildings
2. Defining “region”
3. Explore opportunities for regionalism/incentives
4. Promote and retain existing relationships with higher education
5. Educate the public on current regional cooperation
6. Leverage more resources to encourage further cooperation – with the County and region
7. Strengthen ties with Lynchburg
8. Strengthen ties with Colleges and Universities
9. Proactive advertising/outreach networking
10. Marketing the quality of life of the region (live/work/play)
11. Enhancing regional cooperation for economic development and retention of existing businesses

Topic 3: Workforce Development

1. Retaining our existing workforce – this included ongoing training
2. How to make Roanoke “hip and trendy”
3. Utilizing our current educational resources
4. Retain local graduates – targeting
5. Skills training – on all levels
6. Quality of life
7. Trades training
8. Fostering relationships with regional educational institutions
9. “K through Gray” concept of ongoing education/training, etc.
10. Utilization of local training facilities and schools
11. Attracting young professionals to the area

End of Meeting 2: Group Consensus on Top Three Goals by Topic

Topic 1: Infrastructure

- Goal 1. Transportation
- Goal 2. Technological Improvement
- Goal 3. Planned Development (Community Centers)

Topic 2: Regional Cooperation and Marketing

- Goal 1. Enhancing regional cooperation for economic development
- Goal 2. Proactive advertising and greater outreach marketing
- Goal 3. Preparation, support and promotion for local business activity

Topic 3: Workforce Development

- Goal 1. Train and enhance the existing workforce through lifelong learning (“K through Gray”) to meet industry needs
- Goal 2. Target industries for workforce development
- Goal 3. Focus on regional solutions and regional partners for workforce development