



VAPDC 2018 Summer Conference & Annual Meeting

July 25-27, 2018

Hotel Roanoke and Conference Center

## **LEVERAGING YOUR REGION'S ASSETS FOR SUCCESS**

**WEDNESDAY, JULY 25, 2018**

11:00 am - 1:00 pm, Crystal/Roanoke Shared Foyer

### **Registration**

11:45 am - 12:00 pm, Crystal Ballroom A-C

### **Conference Opening/Welcome**

- ▽ **Welcome to Roanoke:** Sherman Lea, Mayor, City of Roanoke and Brad Grose, Chair, Roanoke Valley Alleghany Regional Commission
- ▽ **Welcome to the VAPDC Summer Conference:** Robert K. Coiner, President, Virginia Association of Planning District Commissions (Rappahannock-Rapidan Regional Commission)

12:00 pm - 1:00 pm, Crystal Ballroom A-C

### **Lunch with Speaker: *Using Your Natural Assets to Sell Your Region: Roanoke Outdoor***

- ▽ **Facilitator:** Wayne Strickland, Executive Director, Roanoke Valley-Alleghany Regional Commission
- ▽ **Speaker:** Beth Doughty, Executive Director, Roanoke Regional Partnership

1:30 pm - 4:30 pm, Board Bus located outside the North Entry Foyer

### **Mobile Sessions**

#### ***The Roanoke Region: Demonstrated Success in Using Natural Assets***

*The Roanoke Region of Virginia is a budding hot-spot for a variety of businesses, including a burgeoning outdoor industry that is thriving off assets such as the Appalachian Trail, Blue Ridge Parkway, James River, and Smith Mountain Lake. The region is home to 600 miles of trails, 22 miles of urban greenways, 24 rivers and creeks, 300,000 acres of national forest, and the second-largest municipal park in the United States. The Roanoke Regional Partnership initially created Roanoke Outside to showcase why the Roanoke, Virginia, Region is one of the best outdoor communities in the United States. Roanoke Outside seeks to impact the greater good of the community by organizing or partnering with others to create outdoor-oriented activities and programs that: Educate citizens about benefits of activities such as hiking, biking, climbing and paddling; Encourage environmental stewardship and conservation through recreation; Promote a healthy lifestyle and increased fitness levels through outdoor recreation; and Use outdoor activities to raise money for charitable environmental stewardship.*

*Participants should wear comfortable shoes as some walking will be involved.*

### **Our Stops**

- ▽ **Explore Park Trail System**, located adjacent to the Blue Ridge Parkway, is a 1,100-acre preserve, situated along the Roanoke River Gorge, offering both IMBA-certified mountain bike trails and access to hundreds of miles of the Blue Ridge Parkway. Mountain bike trail options (6+) ranging from 0.5 miles to 10+ miles. Many of the trails are loop trails and are easy to moderately difficult. Explore Park is also home to several trail running events.

- ▽ **Greenways** are open-space corridors reserved for recreational use or environmental preservation that connect urban centers. Most greenways can be found along rivers, across ridgelines and along other scenic or historic routes. These spaces often have hiking or multi-use trails, which help link Roanoke's natural beauty to its charming neighborhoods and vibrant downtown. There are more than 30 miles of greenways throughout the Roanoke Region.
- ▽ **Kayak Launch** - Paddling the Roanoke River downtown is now easier with the opening of a new kayak and canoe launch site made possible by a crowdfunding campaign that raised \$80,000. The site is a joint effort between the Roanoke Outside Foundation, The Bridges development, Carilion Clinic and the City of Roanoke. The launch is managed by Roanoke City Parks and Recreation and the city's storm water division.
- ▽ **End at Starr Hill Brewery, 6 Old Whitmore Avenue, Roanoke, Virginia 24016**

### **Tour Schedule**

- 1:15 pm Board the bus at the Hotel Roanoke
- 1:55 pm Arrive at Explore Park  
*Speaker: Doug Blount, Director, Roanoke County Parks & Recreation*
- 2:30 pm Leave Explore Park to travel to the Greenway
- 2:50 pm Brief Presentation on Regional Greenway System  
*Speaker: Liz Belcher, Director, Roanoke Valley Greenway Commission*
- 3:25 pm Leave the Greenway and travel to the Kayak Launch on the Roanoke River
- 3:35 pm Brief Presentation on Kayak Launch  
*Speaker: Michael Clark, Director, Roanoke City Parks & Recreation*
- 4:00 pm If time allows, break at Starr Hill Brewery

6:00 – 8:00 pm

### **VAPDC Conference Dinner Reception**

Location: Virginia Museum of Transportation, 303 Norfolk Avenue SW, Roanoke, Virginia 24016

## **THURSDAY, JULY 26, 2018**

8:00 am - 12:00 pm Crystal Foyer

### **Registration**

8:00 am - 9:00 am, Mill Mountain

### **PDC Commissioners' Breakfast**

8:00 am - 9:00 am, Upper Level Lounge, Conference Center

### **Conference Continental Breakfast for Attendees**

9:00 am – 9:45 am, Crystal Ballroom DE

### **Session: Social Equity: Ensuring Access to Assets for All Citizens**

**Facilitator:** Martha Shickle, Executive Director, Richmond Regional Planning District Commission

**Speaker:** Laura Toni-Holsinger, Executive Director, United Way of Harrisonburg and Rockingham County

*ALICE is a United Way acronym that stands for Asset Limited, Income Constrained, Employed. ALICE is a hardworking member of the community who is employed yet does not earn enough to afford the basic necessities of life. ALICE earns above the federal poverty level but does not earn enough to afford a bare-bones household budget of housing, child care, food, transportation, and health care. The United Way ALICE Reports use new measures to provide a more accurate picture of financial insecurity at the state, county, and municipal level. Our mission is to make the invisible visible by shining a light on the true number of families struggling in the U.S. We aim to change the national dialogue about the impact on families, communities, and all of us when financial crisis is the norm for so many. Traditional measures of poverty do not capture the magnitude of people who are struggling financially. Our new metric offers a better way to count and understand ALICE, and to ultimately inform policy decisions to affect positive change for this growing portion of our population.*

9:45 – 10:15 am, Upper Level Lounge, Conference Center

**Break**

10:15 am – 11:15 am Crystal Ballroom DE

**Session: *Leveraging Your Region's Environmental and Recreational Assets***

**Facilitator:** Jim Baldwin, Executive Director, Cumberland Plateau Planning District Commission

▽ ***Restoring Virginia's Waters for Environmental and Economic Benefit***

**Speaker:** Ann F. Jennings, Deputy Secretary of Natural Resources, Commonwealth of Virginia

▽ ***Virginia Outdoor Plan 2018***

**Speaker:** Danette Poole, Director, Planning and Recreation Resources Division, Virginia Department of Conservation and Recreation

11:15 am – 12:00 pm, Crystal Ballroom DE

**VAPDC Business Meeting/Election of Officers and Directors**

12:00 pm – 1:00 pm, Crystal Ballroom A-C

**Lunch & VAPDC Awards**

1:00 pm – 2:00 pm, Crystal Ballroom DE

***Regions in Action – Innovative Ideas Improving the Commonwealth***

**Facilitator:** Bonnie Riedesel, Executive Director, Central Shenandoah Planning District Commission

**Speakers:**

▽ Kevin Byrd, Executive Director, New River Valley Regional Commission: ***New River Valley Funders Forum***

▽ Wayne Strickland, Executive Director, Roanoke Valley-Alleghany Regional Commission: ***Roanoke Region Transportation Priorities for Economic Development and Growth Study***

▽ Robert Crum, Executive Director, Hampton Roads Planning District Commission: ***Joint Land Use Study***

▽ Martha Shickle, Executive Director, Richmond Regional Planning District Commission: ***Emergency Management—Survivor Day Training Event***

▽ Bonnie Riedesel, Executive Director, Central Shenandoah Planning District Commission: ***Fields of Gold—Meet our Farmers Video***

2:00 pm – 2:45 pm, Crystal Ballroom DE

**Session: *US Economic Development Administration Update***

**Facilitator:** Denny Morris, Executive Director, Crater Planning District Commission

**Speaker:** Bob Gittler, US Economic Development Administration

2:45 pm – 3:00 pm, Crystal Ballroom DE

**Closing Remarks, Robert K. Coiner, President, VAPDC**

3:00– 5:00

**Explore All That Roanoke Has to Offer**

5:00 pm - 6:00 pm

**Reception**

*Conclusion of VAPDC Summer Conference*

6:30 pm

**Dinner on your Own**

## FRIDAY, JULY 27, 2018

### VAPDC BOARD AND COMMITTEE MEETINGS

8:30 am - 10:00 am

VAPDC Executive Directors Meeting/Breakfast

10:00 am - 11:30 am

VAPDC Board of Directors Meeting/Lunch