

CITY OF COLONIAL HEIGHTS, VIRGINIA
City Courthouse, 550 Boulevard
Economic Development Training Session
November 8, 2014

1. Call to Order

The Regular Meeting of City Council was called to order by Mayor Davis at 9:00 A.M.

2. Roll Call

The following members of Council were present for roll call by the Clerk:

Present: Councilman Milton F. Freeland, Jr.
Councilman Kenneth B. Frenier
Councilman W. Joe Green, Jr.
Councilman T. Gregory Kochuba
Councilman John T. Wood
Vice Mayor Diane H. Yates
Mayor C. Scott Davis

Absent: None

Also Present: Mr. Thomas L. Mattis, City Manager
Mr. Hugh P. Fisher, III, City Attorney
Mrs. Pamela B. Wallace, City Clerk

3. An Economic Development Training Session for the following purpose:

- A. Training for the Colonial Heights City Council, Planning Commission and Economic Development Authority presented by Keith Segerson – George Mason University, and Miles Friedman – Miles Friedman Consulting**

After a brief introduction by Mrs. Epps of both Mr. Segerson and Mr. Friedman, Mr. Segerson presented the following information as it related the City's Economic growth:

Session One: What Does It Take to Compete?

- **Review of Core Principles**
- **Products and Tools**
- **Basic Goals:**
- **Role of Strategic Planning**
- **Building Blocks**
- **Essential Elements for an Effective ED Program**

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- **Team Building/Partnerships**

Session Two: Performance Measurement: Getting the Most for Your Money

- **Maximizing ROI**
- **Types of Performance Measures**
- **Viable Measurement**
- **Timed Measurement**

Council recessed from Noon for a lunch break.

Mayor Davis reconvened the meeting at 1:00 P.M.

Session Three: Trends in Economic Development

- **Emphasis on Existing Business/What is Economic Gardening?**
- **Business Incubation/Acceleration**
- **A New Way to Look at Workforce Development**
- **Using the Internet and Social Media**
- **The International Opportunity**
- **Niche Marketing/Target Industries**
- **Partnerships and Your Economic Development System**
- **Special Issues: BRAC and the Military; Supply Chains**

Session Five: Business Climate and Branding

- **Defining a Unique Identity**
- **Reconciling Tradition and Innovation**
- **Building the Brand/Public Relations**

Session Six: Incentives

4. Adjournment

There was a motion and second to adjourn the meeting at 4:30 P.M.

APPROVED:

T. Gregory Kochuba, Mayor

ATTEST:

Pamela B. Wallace, City Clerk