

NORTHERN VIRGINIA REGIONAL COMMISSION

Strategic Planning Retreat Summary Minutes
June 19, 2010
Manassas, Virginia

COMMISSIONERS

(The names of those members present are highlighted.)

Hon. Sharon Bulova	<i>County of Fairfax</i>
Hon. John C. Cook	<i>County of Fairfax</i>
Hon. Joan Cross	<i>City of Fairfax</i>
Hon. Steve DeBenedittis represented by Hon. Charlie Waddell	<i>Town of Herndon</i>
Hon. Barbara A. Favola	<i>County of Arlington</i>
Hon. John Foust	<i>County of Fairfax</i>
Hon. Penelope A. Gross	<i>County of Fairfax</i>
Hon. Pat Herrity	<i>County of Fairfax</i>
Hon. Catherine Hudgins	<i>County of Fairfax</i>
Hon. Robert W. Lazaro, Jr.	<i>Town of Purcellville</i>
Hon. Harold Lippman	<i>City of Falls Church</i>
Hon. Michael C. May	<i>County of Prince William</i>
Hon. Suhas Naddoni	<i>City of Manassas Park</i>
Hon. Martin E. Nohe, NVRC Vice Chairman	<i>County of Prince William</i>
Hon. Harry J. Parrish II, NVRC Chairman	<i>City of Manassas</i>
Hon. Redella S. Pepper, NVRC Treasurer	<i>City of Alexandria</i>
Hon. Frank J. Principi	<i>County of Prince William</i>
Hon. M. Jane Seeman	<i>Town of Vienna</i>
Hon. Paul C. Smedberg	<i>City of Alexandria</i>
Hon. Linda Smyth	<i>County of Fairfax</i>
Hon. J. Walter Tejada	<i>County of Arlington</i>
Hon. Kristen C. Umstattd	<i>Town of Leesburg</i>
Hon. Clyde N. Washington, Jr.	<i>Town of Dumfries</i>
Hon. Scott K. York	<i>County of Loudoun</i>

STAFF PRESENT

G. Mark Gibb	<i>Executive Director</i>
Linda M. Tenney	<i>Deputy Director</i>
Linda Summerall	<i>Executive Secretary</i>
Ken Billingsley	<i>Director, Information & Demographic Services</i>
Sayedul Choudhury	<i>Sr. Water Resources Engineer</i>
Laura Grape	<i>Sr. Environmental Planner</i>
David Schwengel	<i>Director, Regional Emergency Preparedness Planning</i>
Heather Shackley	<i>Website Administrator</i>
Michelle Simmons	<i>Director, Human Services</i>
Peggy Tadej	<i>Northern Virginia Regional BRAC Coordinator</i>
Aimee Vosper	<i>Director, Environmental & Planning Services</i>

OTHERS PRESENT

Bruce Bennett	<i>Hunter Mill Road Traffic Calming Cmte.</i>
Eldon James	<i>Legislative Consultant</i>
Hon. Dana Kauffman	<i>Retreat Facilitator</i>
Sue Rowland	<i>NVRC Legislative Liaison; SR Consulting, Inc.</i>

Call to Order

Chairman Parrish called the meeting to order at 9:09 a.m. He welcomed the members and staff and introduced the facilitator, Dana Kauffman.

Mr. Kauffman read an email Commissioner Lippman had sent to Mr. Gibb commending the Commission and its staff for its work, and that serving on the Commission has been the highlight of his political tenure.

Nominating Committee Report

Commissioner York, Nominating Committee Chairman, reported that the current officers are eligible for re-election and have agreed to stand for re-election. The Nominating Committee recommends the following slate of officers for election at the Commission's July 22 meeting:

Harry J. Parrish II	Chairman
Martin Nohe	Vice Chairman
Redella Pepper	Treasurer

Commissioner Favola moved that nominations be closed. The motion was seconded and carried unanimously.

Commissioner Favola moved the slate of officers as presented for election. The motion was seconded and carried unanimously.

Strategic Planning

What We Do Well

- Represent region and give a larger, more powerful voice to issues the jurisdictions deem important
- Promote regional cooperation
- Debate the larger issues facing the region
- Provide an opportunity to network with other members to get the larger regional picture
- Host guest speakers to provide useful information that boards/councils may not ordinarily hear
- Coordination by jurisdictions' legislative liaisons on legislative platforms
- Coordination by jurisdictions, through NVRC, on the composite index was a success [this past legislative session]
- GMU is a regional success — it was the vision of NVRC Commissioners and the business community

Obstacles

- NVRC Funding is grant driven, and we must go after individual projects***
- Presence/Awareness***
 - o NVRC doesn't have a high presence; we need to raise NVRC's profile
 - o NVRC staff are known and respected among the jurisdictions' staff. The Commissioners know, respect and enjoy NVRC but forget NVRC when they leave a meeting
 - o The citizens don't understand the impact of Richmond's actions. An entity needs to create a simple cogent display for citizens
 - o National and international issues add a layer to the local/regional issues
- Duplications***
 - o Duplicative regional groups equal more expense (e.g., Northern Virginia Transportation Authority); difficulty finding elected officials to serve on all the regional groups

- There are too many planning organizations; more coordination is needed
- **Other**
 - Political party considerations; some things just can't be done regionally

Opportunities/Potential Solutions

- **General Assembly/Governor**
 - We represent Northern Virginia. One-third of Virginia's population resides in Northern Virginia. We don't have enough state legislative successes. Despite NVRC's focus on the General Assembly, NVRC is not felt as a presence in Richmond. Local elected officials need to also represent NVRC when they are at the General Assembly
 - Tell Richmond to leave us alone — don't pass legislation; we now have to rely more on ourselves than on Richmond
 - Unification of the Northern Virginia Delegation
 - Lobby the state *regionally* as Northern Virginia
 - The governor is interested in regional solutions
- **Outreach/Information Sharing**
 - Outreach to develop joint agenda for Northern Virginia
 - Work with business community/chambers of commerce
 - The Fairfax Chamber of Commerce is interested in a Northern Virginia long-range study and working with NVRC on that study; they want to bring all the chambers in Northern Virginia together
 - Develop trust between NVRC and the business community so we can solve crises when they occur
 - MWCOC is now working with the Greater Washington Board of Trade. NVRC should reach out to the local Chambers of Commerce, Northern Virginia Technology Council (NVTC) and the business community.
 - Expand outreach to Include the education community
 - Expand focus beyond Northern Virginia to D.C. and Maryland for possible sharing of services
 - Like our success with the composite index this past legislative session, we should focus on issues that are important to residents and to the business community
 - Commissioner Nohe announced he will be the incoming president of the Virginia Association of Planning District Commissions (VAPDC), and his goal is to attend a commission meeting of the other 20 planning district commissions to find out the most exciting thing each PDC is doing. Mr. Gibb added that the Hampton Roads PDC wants to meet with NVRC to discuss legislative strategy.
 - Community Energy Planning
 - Energy efficiency is an NVRC initiative — bring in the business community; NVRC can develop a regional energy plan with the help of the business community
 - Mr. Gibb stated we will bring everyone together for a summit on a regional energy plan; Washington Gas and Dominion Power have already committed funding for a summit
 - Reorganize NVRC staff to work with jurisdictions' staff on the topics. Need regional unity: elected officials, business community and citizens — bring them on board to help us
- **Presence/Awareness**
 - The Boards and Councils should encourage their staff to cooperate with NVRC
 - The Councils and Boards tend to get to know organizations because they "do things to us"
 - Important to communicate with all elected officials and the Northern Virginia Delegation (not just Commissioners)
 - Create a monthly e-newsletter, or brief email with hot link(s) to item on NVRC's website, and send it to all elected officials
 - NVRC officers should make the rounds to the board and council meetings to inform them what NVRC is doing
 - Have the officers and Executive Director meet with new elected officials to explain what NVRC is
 - A public relations person is needed

- **Duplication**
 - Need to consolidate the regional groups
 - Coordination is Needed to Streamline Planning Organizations
 - It sounds as if you want NVRC to be the umbrella organization for transportation, energy, etc.

- **Meetings/Meeting Structure**
 - Meeting agendas should be drawn from bottom up: Ask members in advance if there are common jurisdictional “hot topics”
 - NVRC needs a committee structure that meets separately and reports back to the board. Is there value to having this structure at NVRC and have the Commission meet every other month?
 - Elected officials don't attend committee meetings a lot but they would get a broader voice through this arrangement
 - Joint chief elected officials and chief administrative officials meetings are needed.

- **Focusing on Issues**
 - Pick a major problem, such as transportation funding; look at a dedicated tax that stays in Northern Virginia. Get elected officials on board and get federal officials' opinions
 - Examine what unites us, such as the census data which will be released next year
 - The topics haven't changed too much over the years — we need to keep track of our successes

Follow-up

- **Meetings**
 - Discussion of lunch meetings instead of evening meetings — consensus was lunch is not a popular time. Suggestion made to start meetings at 6:00 p.m. Consensus to survey the members regarding the committee proposal and meeting times
 - Potential meeting topics should be announced for the upcoming next three meetings, after getting members' input

- **Retreat Summary**
 - A summary of the retreat discussion will be disseminated for the Commission's September meeting, as the budget will be the priority for the July meeting. Interest in having Dana Kauffman present for the summary discussion

- **E-Newsletter**
 - Create monthly e-newsletter or brief email with hot link(s) to item on NVRC's website and email to all local elected officials and Northern Virginia Delegation