

## MEMORANDUM

**To:** Economic Development Committee  
**From:** Doloris E. Vest  
**Date:** 1/23/2008  
**Re:** Meeting Notes

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**Key Issue:** Multifaceted; no one group touches all aspects of economic development

- Economic Development Partnership focuses on marketing region
- Local (municipal) economic developers focus on assisting new and existing business
- State organizations have "silo" focus.

Workforce Board should position itself as THE source for workforce-related economic development issues.

- Short term: providing services, resources, information to new and existing businesses
- Long term: cultivating a workforce with higher wage jobs

### **Board's goal:**

Establish firm "value-added" role for the board internally and externally.

Portray the board as instrumental in telling the region's story.

Single source for information for "scouts".

What do we have to build on?

- The Franklin Center Model – One-stop for new or existing business.
  - Employment services
  - Training services (general and specialty)
  - Other services?
- New website with "customer" focus; new focus on business; possible "across-agency" platform.

### **Questions to consider**

- The board needs a good solid understanding of its role:
  - What is the state of our local workforce?
  - What are the demand occupations?
- What are the impediments to moving forward?
  - Resources we have vs. resources we need?
  - Can we break out of the "social services" agency mold?

### **Possible Tasks**

- Conduct an initial "listening tour" of local Econ Dev staff.
- Meet with local Economic Development Professionals on a regular on-going basis to discuss workforce related issues and needs.
- Showcase the Franklin Center.
- Model other centers (new Roanoke Center?) after Franklin Center.