// A special meeting of the Council of the City of Lynchburg, called by City Manager Kimball Payne, was held on the 7th day of October, 2008, at 8:30 a.m., Bank of the James Building, 828 Main Street, Joan F. Foster, President, presiding. The purpose of the meeting was to hear a presentation from Chip Rodgers with the Buxton Group. The following Members were present:

Present: Dodson, Garrett, Johnson, Perrow, Foster	5
Absent: Gillette, Helgeson	2

// Council Member Helgeson joined the meeting at 8:55 a.m.

// Members of the Industrial Development Authority and Planning Commission, along with City staff, also attended the presentation.

// Economic Development Director Marjette Glass introduced Mr. Chip Rodgers, Senior Vice President with the Buxton Group, explaining that the Buxton Group was selected to assist the City in developing tools necessary for a successful Retail Recruitment Strategy. Mr. Rodgers provided a brief history regarding the Buxton Group, explaining that Buxton has assisted over 1,700 retailers and 400 municipalities on one purpose – retail expansion, and that Buxton's clients have successfully recruited more than 20 million square feet of development/re-development using the proven Community/ID process. Mr. Rodgers stated that Community/ID is a target marketing program that matches the specific retail and restaurant concepts to the buying habits and lifestyles of the consumers living in a specific trade area, and that it is the only program of its kind that can factually identify exactly which concepts should be in a community. Mr. Rodgers went on to say that four sites were submitted to Buxton for preliminary analysis: Site 1: 9th and Church (downtown); Site 2: Lakeside & Oakley (midtown); Site 3: 501 & 460 (River Ridge Mall); and Site 4: 501 & 221 (Lakeside Centre site), with Site 4 being selected for complete analysis and retail matching. Mr. Rodgers then spoke about defining a trade area, defining a secondary trade area, identifying and profiling customers, segmentation, lifestyles, identifying and profiling customers within a trade area, understanding retail potential, and matching customers to retailers. Following the presentation, Mr. Rodgers explained that the next step would be for Lynchburg to pick 15 retailers and/or restaurants that they want to pursue and then Buxton would prepare custom marketing/recruiting packages for those 15 selected retailers and/or restaurants. Mr. Rodgers then responded to questions regarding the findings of the report. Council Member Perrow questioned if City Council might want to postpone discussion regarding the big box ordinance until the City's new economic development priorities were established. City Planner Tom Martin expressed concern regarding any possibility that the City might lower its development standards. Economic Development Director Marjette Glass stated that the next step will be for her staff along with the Industrial Development Authority to refine the current list of eligible retailers down to a final 15 and that those retailers will then be courted with the help of the Buxton Group.

// The meeting was adjourned at 10:05 a.m.

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Clerk of Council