



## **Agenda Item XI. A.**

**Meeting Date:** June 20, 2017

**Liaison and Committee Reports:** LRB Alliance Executive Board - June 9, 2017

**Representatives to External  
Boards, Commissions, Councils and Committees**

**Attachment 1**

**Representative Report**

Organization: *LRB Alliance Executive Board*

Meeting Date/Time: *June 9, 2017 / 11a.m.*

Meeting Location: *2015 Memorial Avenue*

Agenda/Discussion Topics of Interest to Amherst County:

*Nothing particularly significant to our County*

Representations Made:

*Proposed opening membership up to businesses already a member of their local chamber of commerce -- for free or signif reduced price*

Instructions, Goals, Objectives received from Supervisors or Administrator:

Guidance needed from Board of Supervisors:

Upcoming Matters:

Report By:

*DC Rogers*

Date:

*13 June 2017*



**LYNCHBURG REGIONAL  
BUSINESS ALLIANCE**  
— Chamber and Economic Development —

## **Lynchburg Regional Business Alliance** ***Executive Board Meeting***

2015 Memorial Avenue, Lynchburg, Virginia 24501

June 9, 2017 ~ 11 a.m.

**Vision:** Creating a region where businesses and individuals thrive.

**Mission:** To lead regional economic development through:

- a. generating jobs and investment
- b. promoting our brand and image globally
- c. cultivating talent
- d. enhancing the business climate

### **A G E N D A**

1. Welcome Board of Directors Jim Richards, Chairman
2. Consensus Agenda (Vote on items A-C with one motion)
  - a. April Minutes
  - b. Financial Report
  - c. Membership Report
3. Audit Report Tim Blanks, Brockman, Drinkard, Pennington
4. Chairman's Report Richards
5. CEO's Report Megan Lucas, CEO
6. Discussion Items
  - a. Tiered Dues Update Lucas
  - b. Building Update
7. Upcoming Opportunities Lucas
  - a. Women's Exchange Lunch – June 22<sup>nd</sup>
  - b. GLTC Ribbon Cutting – June 28<sup>th</sup>
  - c. AM Alliance – July 7<sup>th</sup>
  - d. Alliance Night at the Hillcats – July 26<sup>th</sup>
8. Adjourn



**Lynchburg Regional Business Alliance  
Executive Board of Directors Meeting**

Friday, April 20, 2017 – 11 A.M.  
2015 Memorial Avenue, Lynchburg, VA 24501

**Minutes**

Members Present

Bonnie Svrcek, Dave Malewitz, Des Black, Dean Rodgers, Luke Towles, Jim Richards, Stefanie Prokity, Ryan McEntire, Michael Elliott, Mike Davidson, Todd Hall, Gary Christie, Lauren Dianich

Members Absent

Randy Smith, Alton Brown, George Kayes, Denise Woernle, Karen Simonton, Ed Craighill, Larry Jackson

Staff Present

Megan Lucas, Christine Kennedy, Jamie Glass

**Call to Order and Welcome**

Jim Richards called the meeting to order at 11:03 a.m.

**Consent Agenda Items:**

**Previous meeting minutes:** Bonnie Svrcek requested Charles Hargrove be listed as an alternate on the previous meeting minutes, not as a guest. Stefanie Prokity noted she was in attendance and marked absent. There was discussion about alternate attendees. It was noted per the bylaws, ex-officio directors only may request to send an alternate and must notify staff, or the board secretary, in advance of the meeting.

**Financial report:** Ryan McEntire provided a review of the finances as distributed. There were no questions from members.

**Report on Membership:** Megan Lucas asked the board to review the membership report. There were no questions from members.

**Motion:** Stefanie Prokity moved to approve the consent agenda. Luke Towles seconded the motion. The motion carried.

**Discussion Items:**

**Chairman's Report:** Richards noted the upcoming Capital Campaign Kickoff event at Wiley|Wilson on April 27th and encouraged board members to attend.

**CEO Report:** Lucas showed recent videos that were created in relation to the Alliance's marketing campaign. She noted the Alliance recently exhibited at the National Craft Brewer's Conference and this was the first time the region has exhibited at a national event. Lucas reviewed highlights from her board memo. She provided an update on both the status of the CAER sale and TEVA Pharmaceuticals. The

Alliance staff will continue to assist Bedford County as needed with a strategy for TEVA. The position of Vice-President of Membership is still open and interviews continue.

**Discussion Items:**

**Budget Update:** McEntire provided an update on the revised budget for 2017. The income revenue is down \$63,000. The expenses will be offset in the administrative category. McEntire noted a potential for savings in capital campaign expenses. The finance committee will continue to monitor the budget.

**Building Update:** Lucas noted the building project continues. Internal construction has begun and there are no major issues to date. The anticipated move-in date is July 2017. Lauren Dianich provided additional updates upon joining the meeting. She noted the framing is complete and also lot line abandonment continues to be an issue. They have been unable to obtain a building permit due to the lot line abandonment and no exterior work can start until the permit is issued. Svrcek noted she would follow-up on building permit. Discussion occurred concerning the concrete pad being used as the foundation for the lookout tower. Dianich recommended adjusting the positioning of the tower due to the pad being on the storm water drain. She believes it could cause an issue in the future.

**Capital Campaign Update:** Lucas noted the campaign continues to move along in the quiet phase. She reiterated Richards' invitation to the April 27<sup>th</sup> event and encouraged positive discussions of regional economic development. Towles noted showing Mark Warner's regional economic development video at the event.

**Horizon 2025 Initiative:** Christine Kennedy provided results from several Leadership Lynchburg projects and noted their relation to the Horizon 2025 Initiative. She asked the board to review the eight influencers and questioned if this would be a strategic planning project for the Board of Directors. Dianich noted she thought yes and recommended the idea of dividing into smaller discussion groups. Svrcek asked the staff to keep in mind the relation of the eight Horizon initiatives and the 11 CEDS initiatives.

**Upcoming Events:** Lucas noted upcoming events. Rex Geveden, CEO of BWXT, will be the guest speaker at Business at Breakfast.

**Items from Members:** Svrcek noted the Poverty to Progress event will be May 4th at EC Glass High School.

**Adjourn:** Richards adjourned the meeting at 12:17 p.m.

**Lynchburg Regional Business Alliance  
Income Statement  
For the Five Months Ending May 31, 2017**

REVENUE			EXPENSES		
	5/31/2017	5/31/2016		5/31/2017	5/31/2016
Membership Dues	156,455.96	170,943.74	Administrative	276,407.09	255,937.13
New Member Dues	7,746.39	9,379.37	Building and Grounds	10,952.09	28,689.91
Economic Development - Private	241,750.00	279,920.00	General Operating	48,021.23	37,991.45
Economic Development - Public	0.00	0.00	Economic Development	112,260.64	52,813.77
Additional Funds Needed	0.00	11,250.00	Programs	35,510.87	81,804.44
Tech Council	2,925.00	0.00	Bad Debts	3,456.02	1,693.25
Misc. Income	11,215.62	5,238.97			
Publication Revenue	45.25	36.00	Total	486,607.94	458,929.95
Interest Income	912.07	1,096.07			
Total	421,050.29	477,864.15	Compensating Projects	44,161.37	78,177.46
Compensating Projects	72,955.46	122,474.41	Expenses (subtotal)	530,769.31	537,107.41
Total Revenue	494,005.75	600,338.56	Net Income (subtotal)	(36,763.56)	63,231.15
			Economic Dev. Campaign	112,500.00	
			Communications Plan	21,165.00	
2017 Compensating projects net \$28,794.09			Total Expenses	664,434.31	537,107.41
			Net Income	(170,428.56)	63,231.15
			Budget Year to Date	(88,582.82)	

**Lynchburg Regional Business Alliance  
Balance Sheet  
May 31, 2017**

ASSETS			LIABILITIES AND CAPITAL		
	5/31/2017	5/31/2016		5/31/2017	5/31/2016
Current Assets			Current Liabilities		
Cash	567,233.08	594,229.07	Accounts Payable	(5,362.95)	(1,978.81)
Cash - ED Capital Campaign	42,050.06	250,000.00	Deferred Income	471,163.57	464,280.02
Cash - ED Public Contributions	0.00		Other Current Liabilities	33,998.49	33,055.42
Accounts Receivable Dues	167,649.00	219,915.00	Total Current Liabilities	499,799.11	495,356.63
Accounts Receivable ED Private	116,750.00	137,450.00	Capital		
Accounts Receivable ED Public	0.00	0.00	Fund Balance Undesignated	673,324.26	872,181.55
Other Current Assets	102,103.53	116,529.71	Net Income	(170,428.56)	63,231.15
Total Current Assets	995,785.67	1,318,123.78	Total Capital	502,895.70	935,412.70
Property and Equipment	6,909.14	112,645.55	Total Liabilities & Capital	1,002,694.81	1,430,769.33
Total Assets	1,002,694.81	1,430,769.33			
5/31/17 ED Public Contributions Cash	0.00				
5/31/17 ED Expenses	295,914.00				
Net	(295,914.00)				

Lynchburg Regional Business Alliance				
Budget vs. Actual				
For the Five Months Ending May 31, 2017				
	Actual	Budget	Variance	Annual
	Year to Date	Year to Date		Budget
<b>INCOME</b>				
PRIMARY INCOME				
1 New Member Dues	7,746.39	13,125.00	(5,378.61)	31,500.00
2 Current Member Dues	156,455.96	153,870.00	2,585.96	365,500.00
3 Compensating Projects - net	28,794.09	21,125.00	7,669.09	136,200.00
4 ED Local, City, Town and County Governments	0.00	0.00	0.00	268,634.00
5 ED Private Contributions	241,750.00	275,000.00	(33,250.00)	660,000.00
6 Additional Funds Needed to Balance	0.00	0.00	0.00	0.00
7 TOTAL PRIMARY INCOME	434,746.44	463,120.00	(28,373.56)	1,461,834.00
OTHER INCOME				
8 Miscellaneous	860.87	292.00	568.87	700.00
9 Interest	912.07	917.00	(4.93)	2,200.00
10 Member Value Promotions	150.00	312.00	(162.00)	750.00
11 Website Advertising	10,250.00	3,000.00	7,250.00	3,000.00
12 ChamberSolutions	0.00	0.00	0.00	2,000.00
13 CVI Council Reimbursement	0.00	0.00	0.00	0.00
14 Administrative Support Reimbursement	0.00	0.00	0.00	0.00
15 Funding from Future Focus & Tech Council	0.00	0.00	0.00	10,000.00
16 Tech Council Revenue	2,925.00	2,925.00	0.00	23,000.00
17 TOTAL OTHER INCOME	15,097.94	7,446.00	7,651.94	41,650.00
18 TOTAL INCOME	449,844.38	470,566.00	(20,721.62)	1,503,484.00
<b>EXPENSES</b>				
ADMINISTRATIVE				
19 Salaries	222,115.69	234,521.00	(12,405.31)	622,100.00
20 Temporary Services	933.38	1,042.00	(108.62)	2,500.00
21 Sales Commissions	5,831.80	1,700.00	4,131.80	1,700.00
22 Retirement	9,532.62	13,300.00	(3,767.38)	60,300.00
23 Group Insurance	19,513.40	24,874.00	(5,360.60)	67,900.00
24 FICA	14,656.11	17,629.00	(2,972.89)	46,900.00
25 Unemployment Tax	3,117.04	3,117.04	0.00	4,000.00
26 Workman's Comp Insurance	707.05	792.00	(84.95)	1,900.00
27 TOTAL ADMINISTRATIVE	276,407.09	296,975.04	(20,567.95)	807,300.00
OCCUPANCY				
28 Utilities	2,899.01	1,850.00	1,049.01	1,850.00
29 Custodial	1,060.00	810.00	250.00	810.00
30 Real Estate Tax	2,073.48	2,074.00	(0.52)	2,074.00
31 Building Insurance	699.15	350.00	349.15	350.00
32 Depreciation - Building	0.00	0.00	0.00	0.00
33 Building Repairs & Maintenance	4,220.45	2,800.00	1,420.45	2,800.00
34 Court Street Lease	0.00	11,800.00	(11,800.00)	53,000.00
35 TOTAL OCCUPANCY	10,952.09	19,684.00	(8,731.91)	60,884.00

	Lynchburg Regional Business Alliance				
	Budget vs. Actual				
	For the Five Months Ending May 31, 2017				
		Actual	Budget	Variance	Annual
		Year to Date	Year to Date		Budget
	GENERAL				
36	Office Supplies	6,123.80	6,562.50	(438.70)	15,750.00
37	Postage	1,768.38	1,792.00	(23.62)	4,300.00
38	Printing	5,718.76	3,960.00	1,758.76	9,500.00
39	Telephone	3,065.94	3,292.00	(226.06)	7,900.00
40	Memberships & Subscriptions	3,980.81	4,210.00	(229.19)	10,100.00
41	Audit	0.00	0.00	0.00	6,850.00
42	Depreciation - Equipment	2,133.10	3,000.00	(866.90)	7,200.00
43	Taxes & Licenses	390.39	390.39	0.00	830.00
44	Meetings, Meals & Lodging	4,367.51	6,042.00	(1,674.49)	14,500.00
45	Travel	651.02	3,750.00	(3,098.98)	9,000.00
46	D & O Liability Insurance	2,082.10	2,083.00	(0.90)	5,000.00
47	Small Equipment Purchases	0.00	354.00	(354.00)	850.00
48	Membership Development	1,611.56	710.00	901.56	1,700.00
49	Promotional Items	0.00	1,313.00	(1,313.00)	3,150.00
50	Premium Investor Program	0.00	125.00	(125.00)	300.00
51	Partners in Education	0.00	0.00	0.00	3,000.00
52	Staff Training	5,415.36	3,750.00	1,665.36	9,000.00
53	Equipment Repairs & Maintenance	2,992.59	6,333.00	(3,340.41)	15,200.00
54	Auto insurance	175.80	179.00	(3.20)	430.00
55	Equipment Lease & Rental	2,368.53	2,225.00	143.53	5,340.00
56	Bad Debts	3,456.02	3,456.02	0.00	11,200.00
57	Public Policy	441.12	2,083.00	(1,641.88)	5,000.00
58	Strategic Planning	0.00	0.00	0.00	2,500.00
59	Website	275.00	500.00	(225.00)	1,200.00
60	Marketing	2,164.36	5,208.00	(3,043.64)	12,500.00
61	Software	2,295.10	2,320.00	(24.90)	12,100.00
62	TOTAL GENERAL	51,477.25	63,637.91	(12,160.66)	174,400.00
	ECONOMIC DEVELOPMENT				
63	Marketing	56,815.79	70,417.00	(13,601.21)	169,000.00
64	Regional Collaboration Projects	1,743.00	3,333.00	(1,590.00)	8,000.00
66	Investor Relations Events	26,025.90	32,083.00	(6,057.10)	77,000.00
67	Meetings, Meals & Lodging	12,784.14	8,333.00	4,451.14	20,000.00
68	Travel	2,329.43	5,750.00	(3,420.57)	13,800.00
70	Special Projects	0.00	11,667.00	(11,667.00)	28,000.00
71	Dues & Subscriptions	1,418.73	2,500.00	(1,081.27)	6,000.00
72	Research	1,564.00	1,800.00	(236.00)	2,700.00
73	Software	5,859.65	3,708.00	2,151.65	8,900.00
75	Website	3,720.00	3,750.00	(30.00)	7,500.00
76	TOTAL ECONOMIC DEVELOPMENT	112,260.64	143,341.00	(31,080.36)	340,900.00
	OTHER				
77	CAER	30,000.00	30,000.00	0.00	90,000.00
78	Young Professionals of Central Virginia	2,458.28	2,458.28	0.00	7,000.00
79	Technology Council	2,824.25	2,824.25	0.00	23,000.00
80	TransDominion Express	228.34	228.34	0.00	0.00
81	TOTAL OTHER	35,510.87	35,510.87	0.00	120,000.00
82	EXPENSES (subtotal)	486,607.94	559,148.82	(72,540.88)	1,503,484.00



Lynchburg Regional Business Alliance				
Budget vs. Actual				
For the Five Months Ending May 31, 2017				
		Actual	Budget	Variance
		Year to Date	Year to Date	Annual Budget
83	<b>NET INCOME (subtotal)</b>	<b>(36,763.56)</b>	<b>(88,582.82)</b>	<b>51,819.26</b>
				<b>0.00</b>
84	Campaign Management	112,500.00	0.00	112,500.00
85	Communications Plan	21,165.00	0.00	21,165.00
86	<b>TOTAL EXPENSES</b>	<b>620,272.94</b>	<b>559,148.82</b>	<b>61,124.12</b>
87	<b>NET INCOME</b>	<b>(170,428.56)</b>	<b>(88,582.82)</b>	<b>(81,845.74)</b>

Central Virginia Foundation for Economic Education & Improvement  
Income Statement  
For the Five Months Ending May.31, 2017

Revenues		Expenses	
Capital Campaign	18,138.88	Other	
Young Entrepreneurs Academy	0.00	General Office	0.00
Miscellaneous	<u>0.00</u>	Misc. Licensing & Tax	25.00
		Young Entrepreneurs Academy	0.00
		Directors & Officers Insurance	<u>0.00</u> 25.00
Total Revenue	18,138.88		
		Building	
		Real Estate Taxes	15,497.78
		Utilities	3,811.96
		Building - misc.	0.00
		Building Insurance	2,047.59
		Building Repairs & Maintenance	455.00
		A&E Services	0.00
		Capital Campaign	0.00
		Bank Fees	<u>0.00</u> 21,812.33
		Total Expenses	21,837.33
		Net Income	<u>(3,698.45)</u>

Central Virginia Foundation for Economic Education & Improvement  
Balance Sheet  
May 31, 2017

ASSETS		LIABILITIES AND CAPITAL	
Current Assets		Current Liabilities	
Cash - checking	15,311.13	Deferred Income	5,494.50
Cash - building	86,730.51	Accounts Payable	0.00
Accounts Receivable	0.00	Due to Affiliate	<u>0.00</u>
Pledges Receivable	136,467.08		
Allowance for Uncollectible Pledges	(10,636.82)		
Prepaid Expenses	<u>2,739.01</u>		
Total Current Assets	230,610.91	Total Liabilities	5,494.50
		Capital	
Construction in Progress	119,543.74	Fund Balance	1,475,531.19
Property and Equipment	<u>1,130,464.59</u>	Restricted -Air Service	3,292.00
Total Property and Equipment	1,250,008.33	Net Income	<u>(3,698.45)</u>
		Total Capital	1,475,124.74
Total Assets	<u>1,480,619.24</u>	Total Liabilities & Capital	<u>1,480,619.24</u>

\*Fund Balance

W. Alton Jones Grant 7,039.73

## MEMBERSHIP CAPSULE REPORT

May 31, 2017

5/1/2017 - 5/31/17

As of January 1, 2017:

Number of Members	587
Additional locations/subsidiaries	<u>191</u>
<b>TOTAL</b>	<b>778</b>

	<u>Current Month</u>	<u>Year-to- Date</u>	<u>Total New Members</u>	<u>GOAL 100</u>
New Members	1	20	21	
Additional locations/subsidiaries	0	1		
Re-instatement	0	0		<u>Variance</u>
Additional locations/subsidiaries	0	0		(79)
Cancelled Members	(5)	(45)		
Additional locations/subsidiaries	(0)	(2)		
Requested, may rejoin	(1)	(19)		
Closed, moved out of area, sold	(0)	(2)		
Delinquent, non-payment	(4)	(17)		
Budget Constraints	(0)	(6)		
Other	(0)	(3)		

*May 31, 2017*

Primary locations	562
Additional locations/subsidiaries	<u>190</u>
<b>TOTAL</b>	<b>752</b>

YTD net gain(loss) - # of members (26)

YTD net gain (loss) - membership dollars (8,102.00)

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### Monthly Financial Changes:

New Members	\$ 400.00
(1 @ \$400 Business Builder)	
Reinstatement	0.00
Renewals	<u>27,823.00</u>
<b>Balance</b>	<b><u>\$ 28,223.00</u></b>

Cancellations	\$ (1,866.00)
Decreased Investment	<u>(3,352.00)</u>
<b>Balance</b>	<b><u>\$ (5,218.00)</u></b>

<b>Total Change</b>	<b><u>\$ 23,005.00</u></b>
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### Membership Revenue:

	<u>May</u>	<u>YTD</u>
Budget	\$ 2,667.00	\$ 13,125.00
Actual	<u>\$ 267.00</u>	<u>\$ 7,746.39</u>
<b>Total Variance</b>	<b><u>\$(2,400.00)</u></b>	<b><u>\$(5,378.61)</u></b>

## **MEMBERSHIP CAPSULE REPORT**

### **May 31, 2017**

#### **New Members (1):**

C&C Piping and Fabrication

#### **New Additional Locations/Subsidiaries (0):**

#### **New Associate Members (0):**

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#### **Re-instates (0):**

#### **Re-instated Additional Locations/Subsidiaries (0):**

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#### **Cancelled Members (5):**

Badcock Home Furniture and More

Dropped – Nonpayment

Chocklett Press

Dropped - Nonpayment

The Corner at Rivermont

Dropped – Nonpayment

Shenandoah Valley Water Co.

Dropped – Requested

Staples

Dropped – Nonpayment

#### **Cancelled Additional Locations/Subsidiaries (0):**

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#### **Renewals (50):**

725 Church LLC

Automated Conveyor Systems, Inc.

Bennett's Mechanical Technician Services Co.

Blue Ridge Resources

BMS Direct, Inc.

Business Development Centre, Inc.

Conner Produce Co., Inc.

Consensus Real Estate Services, LLC

Cooke's Glass Service, Inc.

Courtyard by Marriott

Custom Converting, Inc.

Entwined Events

Essex Bank

Foster Electric Co., Inc.

Gastroenterology Associates of Central  
Virginia, Inc.

Grand Home Furnishings

The Greater Lynchburg Community Trust

Hallmark Properties, Inc.

HOME Magazine

Isabella's Italian Trattoria

Keller Williams Realty

Lawn Doctor of Central Virginia

Lynchburg Daily Bread

Lynchburg Dental Center

Lynchburg Tire Corp.

Lynchburg Wholesale Floral Corporation

MAACO Collision Repair and Paint

Mabry Automotive Group

Michael's Carpet World

New London House

Old Dominion Job Corps Center

Peery Family Dentistry

Phillips Wheel Alignment

Powell's Truck & Equipment, Inc.

Runk & Pratt Senior Living Communities

The Salvation Army

Sandrof Auto Body, Inc.

Schewel Furniture Co., Inc.

Senator Stephen D. Newman

Spirit FM

State Farm Insurance - Francisco Mayo

StyleWise Partners, LLC

Union Bank & Trust - Langhorne Road

Virginia Credit Union League

Virginia Department for Aging and  
Rehabilitative Services

Virginia Eye Clinic, PLLC

Virginia Nuclear Energy Consortium

VistaGraphics, Inc.

Wall Residences, Inc.

WDBJ Television, Inc.

## **MEMBERSHIP CAPSULE REPORT**

**May 31, 2017**

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### **Decreased Investment (1):**

City of Lynchburg

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### **Aged Receivables (3):**

AREVA Inc.

StarTek Inc., Lynchburg

SunTrust Bank

LYNCHBURG REGIONAL BUSINESS ALLIANCE

CONSOLIDATED FINANCIAL STATEMENTS

Year Ended December 31, 2016

MEMO

TO: Executive Board

FR: Megan A. Lucas, CEO

RE: Tiered Dues Update

Date: June 9, 2017

**Why Tiered Dues?** Membership levels are structured on a benefit-driven tiered system that allows members to choose a level based on support of our efforts and and/or benefits that members would like to have access to rather than our previous system based on employee count.

This new dues structure allows us to better support the companies in our entire membership while preserving the benefits that everyone in our network currently enjoys.

This system clearly outlines the list of benefits a company receives for each tier, showing a direct benefit for each level of investment.

It guarantees equity and choice when choosing a membership package that is important to your business and is aligned with the Chamber's mission.

As a business development organization dedicated to helping our Members profit and grow, we have various levels of investment designed to maximize one's ROI and answer specific needs. Whether a member is looking to connect individually with the most influential senior executives of leading businesses or seeking the maximum amount of exposure in our region, we now have the level of offerings right for their business model.

A tiered membership plan recognizes the diversity of our membership and provides tangible value... recognizing that these different member groups derive different benefits from a Chamber, and with the tiered dues structure we have the ability to meet the diverse, evolving expectations of our local businesses.

**Our process.** Across the country, there has been a movement to go from employee count based dues to tiered dues. We talked with several consultants that work on dues structures to get pros and cons. After consulting with industry experts we interviewed several chambers of similar size and scope to get best practices and lessons learned. The interviews and research resulted in a draft tiered dues investment schedule that was shared with a focused group of top investors to get feedback. Based on their feedback, we made some adjustments and then took to board for a vote. Board voted unanimously in June 2016 (see below).

Consultants as well as the Chambers we talked to all stressed the need for a phased in approach. All new members at each renewal period coming in on the new schedule but renewals phased in based on size, risk of losing, dues currently paid and staff recommendations.

We continue to convert members but a full transition will take place upon the hiring of our new VP of Member Services.

**From June 2016 Executive Board Minutes:**

**Tiered Membership Dues:** Mike Lewis, VP of Business Services gave the background on the current dues structure and reviewed provided information (attached) on the proposed new tiered dues structure. Lewis noted that much study and research of other chambers using this structure had been completed. He noted that he had received very positive feedback from his meetings with members, especially financial institutions. Lewis noted that if approved, the tiered dues structure would be in effect for new members beginning July 1 and meetings would be held with current members to explain the structure prior to the next billing cycle. Lewis also noted that conservative projections indicated that the change in dues structure would have a positive impact on the Alliance's budget. The new structure would also make it easier for someone to join as the application and cost to join could be put on the website. The idea of going to monthly billing was also discussed as was the ability for members' accounts to be debited monthly.

Jackson noted that the proposed dues structure comes as a recommendation from the Finance Committee. The motion passed. Jackson stated the new dues structure would be promoted to the media after the promotion of the move to the new building subsided.

**TODAY: ALLIANCE TIERED DUES STRUCTURE**

Chairman's Circle \$10,000  
Executive Circle \$4,000  
Alliance Partner \$900  
Business Builder \$400

**New Members**

May 2016-May 2017  
3 @ \$900 = \$2,700  
42 @ \$400 = \$16,800  
Total New - \$19,500

**Existing Members Converted to Tiers for 2017 Dues**

3 @ \$900 = \$2,700  
6 @ \$4,000 = \$24,000  
5 @ \$10,000 = \$50,000  
Total - \$76,700

2016 dues billed for these members - \$81,157  
Variance (\$4,457)

Cost of benefits for Chairman's Circle & Executive Circle - \$11,380  
(Portion of dues that will be allocated to events for admission, exhibit space or golf teams)

Total decrease in dues YTD – (\$15,837)  
(Variance between 2016 and 2017 dues billed + cost of benefits)





## Tiered Membership Investment Levels

Note: Benefits and privileges are subject to change or substitution without notice

	Chairman's Circle \$10,000	Executive Circle \$4,000	Alliance Partner \$900	Business Builder* \$400
Increase your visibility with an Alliance <b>membership decal</b> to identify you as a proud member!	X	X	X	X
Receive <b>exclusive access</b> to Alliance opportunities such as Connection Expo and Holiday Showcase	X	X	X	X
Granted <b>preferred member admission rates</b> to 50+ Alliance events	X	X	X	X
Enjoy <b>complimentary admission</b> to Alliance's "Business After Hours" events	X	X	X	X
Utilize <b>local, state, and federal</b> pro-business advocacy	X	X	X	X
Stay informed with <b>regular communication</b> from Alliance on events and programs	X	X	X	X
Get noticed with a business listing in <b>membership directory</b> —printed an online - all regional locations	X	X	X	X
Participate in Alliance <b>committees</b> and <b>taskforce</b> that help determine our program of work	X	X	X	X
Advocacy through our affiliation with the <b>U.S. and VA Chambers of Commerce</b>	X	X	X	X
Access <b>small business resources</b> , training and services	X	X	X	X
Receive instant visibility with <b>business referrals</b> by the Alliance	X	X	X	X
<b>Promote</b> company/organization's events on Alliance's website	X	X	X	X
Save <b>up to 83%</b> on everyday office supplies, copy/print services, promotional products from <b>Office Max</b>	X	X	X	X
Get noticed with " <b>New Member</b> " recognition at Business at Breakfast	X	X	X	X
Receive usage rights to use <b>Alliance logo</b> in marketing	X	X	X	X
Ability to post free <b>job postings</b> on Alliance website job page and "Now Hiring" eblast	X	X	X	X
Take advantage of ChamberRx <b>discount prescription card</b> that provides discounts <b>up to 85%</b> on medication	X	X	X	X
Publicize with <b>ribbon cutting photo opportunity</b> to be displayed on Alliance website and social media	X	X	X	X
Printed copies of <b>Lynchburg Life</b> , the Alliance's quality of life and membership publication	X	X	X	X
Increase visibility by displaying <b>business cards &amp; brochures</b> in Alliance lobby	X	X	X	X
Receive <b>complimentary notary service</b> at the Alliance office	X	X	X	X
Share news about your business in " <b>Member News</b> " on Alliance website and member eblast	X	X	X	X
Communicate with your customers and prospects with up to <b>25%</b> off email services from <b>Constant Contact</b>	X	X	X	X
Stay informed with <b>legislative e-newsletter</b> highlighting government affairs issues and their impact	X	X	X	X
Utilize the use of Alliance <b>meeting space</b> for your seminar or workshop	6/year	4/year	2/year	1/year
<b>Boost your brand</b> with a listing in business categories in the membership directory (online)	Unlimited	5	2	1
Processing of unlimited <b>Certificates of Origin</b> for international trade	X	X	X	
Get your message out with excel list of Alliance <b>members/mailling addresses</b> —1x per year	X	X	X	
<b>Gain recognition</b> with a co-sponsored event in Alliance conference room	2/year	1/year		
Engage with admission to any Alliance paid event for additional <b>networking opportunities</b>	4/month	2/month		
Promote with a rotating <b>banner ad</b> on Alliance website (lynchburgregion.org)	12 months	6 months		
<b>Sponsorship credit</b> to increase visibility	\$2000	\$1000		
Receive a sponsor table with <b>preferred seating</b> at annual meeting	X	X		
<b>Participate with a golf team</b> in Alliance golf tournament or <b>one exhibit space</b> at Connection Expo	1/year			
Promote with a hole sponsorship in Alliance <b>golf tournament</b>	1/year			
Develop talent with the Leadership Lynchburg Executive Forum program at <b>25% discount**</b>	x			
<b>Extend your brand with recognition</b> on Alliance website and display banner at all events	X			
Join your fellow Chairman's Circle members at a semi-annual <b>Chairman's Luncheon</b>	X			

\* Business Builder Level not available to members with more than 50 employees located in the Lynchburg Region

\*\* Subject to Applicant Approval by Selection Committee

2015 Memorial Avenue, Lynchburg, VA 24501 | t. 434.845.5966 | [www.LynchburgRegion.org](http://www.LynchburgRegion.org)





These are 5-yr commitments



**LYNCHBURG REGIONAL  
BUSINESS ALLIANCE**  
— Chamber & Economic Development —



↓ **Founder's Division (\$250,000+)**\_\_\_\_\_



**LIBERTY**  
UNIVERSITY

↓ **Platinum Division (\$75,000—\$249,999)**\_\_\_\_\_



↓ **Gold Division (\$35,000—\$74,999)**\_\_\_\_\_

Anherst would be here. (on a 5-yr basis)



↓ **Silver Division (\$10,000-\$34,999)**\_\_\_\_\_





# Lynchburg Regional Business Alliance 2016-2017 FEDERAL PRIORITIES



**LYNCHBURG REGIONAL  
BUSINESS ALLIANCE**

— Chamber & Economic Development —

2015 Memorial Ave. | Lynchburg, VA 24501 | 434.845.5966  
[www.LynchburgRegion.org](http://www.LynchburgRegion.org)

## FEDERAL LEGISLATIVE PRIORITIES

The Lynchburg Regional Business Alliance is dedicated to strengthening our Region's long-term competitiveness and advocating for pro-business policies that create jobs and grow our economy. Together we focus on jobs, growth and opportunity for the entire Region which includes: The Counties of Amherst, Appomattox, Bedford, Campbell, City of Lynchburg, Towns of Altavista, Amherst, and Appomattox.

We have adopted nine broad categories we consider to be priorities concerning business and economic development including:

- Education
- Energy & Environment
- Free Enterprise
- Healthcare
- Infrastructure
- Labor & Workforce
- Regulatory Reform
- Taxation
- Transportation

Feedback from our members and the results of our 2016 legislative survey indicate that the biggest concern for our 2016-2017 federal priorities is regulatory burden. Below is a list of specific regulatory concerns which significantly impact our membership.

### BUSINESS & FOREIGN RELATIONS

#### Ex-Im Bank

- Board Nominations

We **support** the confirmation of the pending board nominees so that manufacturing jobs will not be in jeopardy and manufacturers in the United States do not lose sales and forfeit growth opportunities. Foreign credit agencies are supporting their exporters at an aggressive export credit financing rate of 20 to 1 in comparison to the United States. Thus, manufacturers need the Ex-Im Bank to be fully functional in order to compete globally.

### EDUCATION

#### K-12 Education

- Individuals with Disabilities Education Act

We **support** full funding for the Individuals with Disabilities Education Act so that schools can address the needs of students with disabilities in the least restrictive environment as determined by their IEP committees. The number of students with disabilities in need of intensive special education and related services continues to rise and yet federal funding to support special education is disproportionate to the needs and is not at the federal level prescribed of 40 percent.



- Every Student Succeeds Act

We **support** less regulatory burden concerning Every Student Succeeds Act (ESSA) and want to ensure that this legislation lives up to its intent to be state driven and based on multiple measures.

#### Higher Education

- Student Aid Funding

We **support** continued bi-partisan support for the core student aid programs. The FY 2016 spending bill increased Pell Grants to \$5,845, maintained funding for SEOG and Federal Work Study, and generously increased funding for TRIO and GEAR UP. These programs significantly assist low-income students on the path to graduation.

- Federal Student Loans

We **oppose** lowering federal loan limits. Higher Education Academy (HEA) reauthorization proposals to reduce federal loan limits could force many students into more expensive private loans. While student debt is a concern, most students have manageable debt and repay their loans. Proposals to charge low-income students interest while they are in school would cost students thousands of dollars in a program in which the federal government is already making a profit.

### ENERGY

- Long-term Federal Energy Policy

We **support** the creation of a long-term national energy policy that transcends the election cycle thus removing partisan politics. Lacking a national energy policy set by Congress, we are left with energy policies set by each administration. A strong energy infrastructure requires a longer timeline to create than each election cycle.



## ENVIRONMENT

- Streamlined Regulatory Process

We **support** a streamlined process and timeframe for environmental protection regulations to ensure we are economically competitive in the global marketplace. Proper protection of our environment is critical to creating a sustainable business climate. However, when state and federal processes are coupled with lengthy review periods, American business is put at a disadvantage to international projects.

## FINANCE

- Dodd-Frank Act

We **oppose** the Dodd-Frank Act because it has given disproportionate regulatory ability to federal regulators, and at the same time, it has generated uncertainty for financial institutions. Regulations are continuously being added to the Dodd-Frank Act and this immense regulatory burden weighs down our struggling economy and stamps on the willingness or ability of the financial industry to take the prudent risks that economic growth requires.

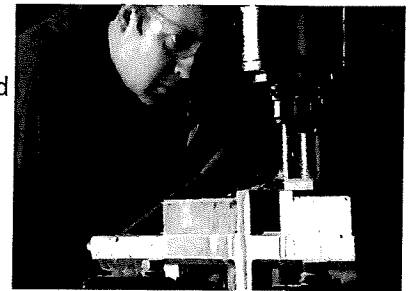
- DOL Fiduciary Standard

We **oppose** the DOL Fiduciary Standard because it discriminates against small businesses by subjecting them to additional regulations that will reduce their employees' access to retirement savings options. It also deprives some businesses from offering retirement saving options to their employees simply because they do not have enough people on payroll to convince the DOL of their competence. While the purpose of the DOL's proposed rule to reform fiduciary standards is to protect American workers' financial security and investment decisions, regulatory decisions should not be made based on assumptions that some business owners are less sophisticated than others simply because of how many people they employ.

## LABOR & WORKFORCE

- Workforce Innovation and Opportunity Act

As the final regulations are being developed for the Workforce Innovation and Opportunity Act (WIOA), the Alliance **supports** increased emphasis on opportunities and incentives for collaboration among all education and training employment providers to better meet the needs of employers. We also support incentives and grant opportunities that encourage collaboration among localities and across regional boundaries that provide solutions for employers.



- Wage & Hour Regulations

We **oppose** the Department of Labor's changes to wage and hour regulations which doubles the threshold of who is eligible to earn overtime compensation from \$23,660 to \$47,476. This will force employers to decide whether to reclassify millions of employees to nonexempt status (receiving hourly wages as opposed to salary) or increase their salaries to keep them exempt. For businesses across the nation to comply, it will cost approximately \$3 billion dollars and 2.5 million hours of paperwork. Forcing employers to reclassify employees from salaried employees to hourly employees will result in a loss of status, benefits, and no increased earnings.

- Federal Compliance for Affirmative Action

We **support** the creation of a documented process for audit selections that outlines how the government determines who is selected for an audit. The purpose of this documented process would be to prevent excessive audits of companies that have repeatedly been found in compliance.

- "Blacklisting" Regulation

We **oppose** the Department of Labor's "blacklisting" regulation, which could exclude contractors and subcontractors from working with the federal government if there is even an allegation of labor law violations. It also disregards longstanding enforcement powers and amends mechanisms already established by Congress. The DOL's new "persuader" rule will make manufacturers' education of workforce more difficult and pose more challenges for manufacturers to access legal assistance in navigating complex labor laws.

## TRANSPORTATION

### Air Transportation

- Pilot Shortage

We **oppose** the new FAA rule requiring pilots to have at least 1,500 hours of flight time before being hired because it not only contributes to the airline pilot shortage, but it is an excessive increase to the entry-level hours required, is arbitrary and actually reduces the practical qualifications of those who finally attain that amount. The resulting shortage is already reducing service levels at many smaller commercial service airports, and has led to greater numbers of flight delays and cancellations. There are several more effective approaches that Congress and the FAA should consider. These are being floated by the American Association of Airport Executives and other organizations, and would actually enhance the quality of entry level pilot training at a much lower number of flight hours without the negative impact the new rule is having on airports.



- FAA Contract Tower Program

We **support** the insertion of language that protects the contract tower program. LYH is one of over 250 air traffic control towers (ATCTs) in the U.S. that are operated under private contract to the FAA to provide qualified air traffic control personnel. The program has been a target of the FAA since 2013 through various attempts to reduce the program, require more cost-sharing by airports, and in some cases outright close contract towers. Those efforts, which are detrimental to air traffic safety, appear to be continuing; however, it has only been through the strong support of Congress that the program has continued to receive full funding. Currently, new legislation that provides FAA its authority through September 2017 did not contain language that had previously been inserted to protect the contract tower program, and as a result our focus now shifts to the FY 2017 appropriations bill. While not directly regulatory in nature, this remains a critical need for LYH in order to maintain the safety and efficiency of air traffic using Lynchburg Regional Airport.

### Ground Transportation

- "Waters of the U.S." (WOTUS)

We **oppose** the "Waters of the U.S." (WOTUS) rule which was put in place by the Environmental Protection Agency (EPA) and the U.S. Army Corps of Engineers, dramatically expanding the areas regulated under the Clean Water Act. The EPA adopted the WOTUS rule, ignoring flaws identified by the business community, farmers and agriculture leaders, manufacturers, and other vital stakeholders. By redefining what constitutes a 'water of the United States' the agency sidestepped the Clean Water Act, Administrative Procedure Act, and the U.S. Constitution. The EPA's WOTUS rule disrupts the careful balance Congress set forth in the Clean Water Act, which gives the EPA and the Army Corps of Engineers the authority to regulate "navigable waters," but specifically preserves the primary role of the States in planning the development and use of land and water resources. Further, the Agencies failed to comply with their statutory obligation to assess the economic harm numerous industries and small businesses will suffer because of the regulation.

*Sources used in this document can be obtained by contacting the Alliance.*

## LEGISLATIVE AFFAIRS COMMITTEE MEMBERS

Larry E. Jackson, (Chairman) Appalachian Power  
Joe Byron, Moore's Electrical & Mechanical  
Kenneth Craig, Liberty University  
John D. Doyle, Jr., Pettyjohn, Wood & White, Inc.  
Michael Elliott, CENTRA  
J. Everette Fauber III, Kroll Background America  
Dr. Wesley R. Fugate, Randolph College  
Tracie A. Gallahan, First National Bank  
Dr. Kenneth Garren, Lynchburg College  
Herschel V. Keller, Gentry Locke - Attorneys - Lynchburg

Mac Michals, Trane, Inc.  
Robert O'Brian Jr, Lynchburg Ready Mix Concrete Co., Inc.  
Mark J. Peake, Caskie & Frost  
Turner Perrow, City of Lynchburg  
Karen Simonton, OrthoVirginia

**Alliance Staff:**  
Caroline Biggs  
Christine Kennedy