Radford University/Radford City Joint Commission Minutes

The Hub on East Main Street October 14, 2025 @ 8:30 am

Attendees: Kellie Artip, Ben Bondurant, Kelsi Jones, Angela Joyner, Jerry Holdaway, Bethany Usher, Dan McKinney, Melissa Skelton, Todd Meredith, Eric Plummer and Derek Neal. David Perryman and Susan Trageser appeared via Zoom.

I. Welcome

The meeting was opened by Co-chairs, Angela Joyner and Kellie Artrip, who welcomed everyone to the meeting. Introductions were made around the room.

II. Meeting time adjustment

Discussion began with a proposal and approval to adjust the meeting start time to 8:45 am and end at 10:00 am to improve attendance, particularly for those managing dropoffs.

III. Retail strategy for City

A discussion regarding conducting a business retail strategy for the East Main Project, with an emphasis on conducting a retail study to understand the local business landscape better. The group discussed the challenges faced by East Main Street businesses in serving diverse populations, including students and locals. There was also a discussion to engage students and faculty to help gather data on community needs. The conversation included considerations for future developments processed.

Financial challenges were highlighted regarding the East Main Street project which requires a match from the city. Discussions included the nature of the match and potential in-kind contributions and opportunities for Radford University support.

Additionally, the establishment of a Designated Outdoor Refreshment Area ("DORA") in the central business district was discussed, along with the need for improved parking solutions and mixed-use developments to support local businesses and community events.

IV. Miscellaneous items

Concerns were raised about students' understanding of the legal implications of using fake IDs, with suggestions for educational initiatives to raise awareness. The meeting concluded with updates on various community projects, including the East Main Street Connector Trail and the success of the Highlander Festival.

V. Member Updates

Relevant updates related to work and initiatives in area/role

City Representatives

- Kellie Artrip Radford City Council Member
- Todd Meredith City Manager
- Jerry Holdaway Radford City Chief of Police
 - Finished up CLIA reaccreditation
 - Several grants have been applied for by the department
- Dan McKinney Executive Director, Radford Chamber of Commerce
 - o Radford Treat Trail is October 30
 - o Radford Chamber Gala scheduled for February 6
- Melissa Skelton Director of Planning and Zoning and Interim City Clerk
 - Numbers will be available next month for Community Fest
- Ben Bondurant Real Estate Rep and Developer
- Kelsi Jones Owner of BT's Restaurant
 - Will see if Charlie Anderson with Athletics will attend next meeting in November to provide update and opportunity to increase engagement for basketball

University Representatives

- Susan Trageser- Vice President for Student Affairs
- Angela Joyner Vice President for Economic Development and Corporate Education
 - Second IT Tech Summit hosted, part of GO Virginia grant October 30-31
 - New River Valley Regional Commission will have their Annual Dinner at the Highlander held on October 23
- Bethany Usher Provost and Senior Vice President for Academic Affairs
 - First RadTalks was held at Arabica Coffee (future RadTalks are listed below)
 - Updated enrollment numbers are just under 8,000, for spring semester, slight increase from last year
 - January 12th is new start date and Spring Commencement graduation is first weekend in May
- Eric Plummer Assistant VP for Public Safety
 - Annual security and fire safety report was released and were uploaded to federal system
 - o Increasing number of cameras on campus and two movable camera trailers
- David Perryman Associate Vice President for Strategic Communications
 - Campus branding saturation project will go out later this fall to several vendors with a scope of work to get bids. Hope to start rolling out new branding elements in the spring
 - Bridge branding design is final, materials are ordered, memorial plaque approved
 - We have transitioned to a new advertising vendor following RFP process
 - The winner of the Radford spirit song competition will debut at the Nov. 3 men's hoops home opener

Upcoming dates:

- Radford City Council (October 13)
- RADTalks Jenny Hall (October 20 CoLab Roanoke)
- Fall 2025 Government, Criminal Justice, Public Services Career and Internship Fair (October 22 noon to 2 pm)
- Radford City Council (October 27)
- Radford Treat Trail (October 30)
- RBTC / IMPACT Emerging Tech Conference (October 30-31)
- Radford Chamber Business over Breakfast @ the HUB (November 5)
- Radford City Council (November 10)
- RADTalks Judy Jenks (November 18 Long Way Brewing)
- Radford City Council (November 24)

RADtalks '25-'26

September 24, 2025	Ryan Sincavage	"Avulsion: Learning to embrace the dynamic nature of our planet" In the talk I will discuss a variety of topics related to my research, including the things from Italy but also some of my earlier research from southeast Asia and (maybe) South America. I'll point out specific instances of students doing research with me on some of these projects.	Arabica Coffee Shop, Radford VA
October 20, 2025	Jenny Hall	Tick-Born Diseases	CoLab Roanoke
November 18, 2025	Judy Jenks	"Medical Cannibis: What You Didn't Learn in School"	Long Way Brewing
February 17, 2026	Rob Warren	Investigating Tax Fraud and Financial Crimes	Radford Public Library
March 16, 2026	Judy Smith		Roanoke
April 15, 2026	Geoffrey Pollick Sharon Roger Hepburn	Local Radford and New River Valley History	Glencoe Museum