

**Summary Minutes of the HRTPO Community Transportation
Advisory Committee (CTAC) Meeting
June 13, 2019**

The HRTPO Community Transportation Advisory Committee (CTAC) Meeting was called to order at 12:00 p.m. at the Hampton Roads Planning District Commission, 723 Woodlake Drive, Chesapeake, Virginia, with the following in attendance:

HRTPO CTAC Members in Attendance:

Terry Danaher, Chair (PO)	Dianna Howard (VB)
Carlton Hardy, Vice Chair (NN)	Delceno Miles (VB)
Cecil Jenkins (CH)	Garry Harris (PO)
John Kish (CH)	Mark Geduldig-Yatrofsky(PO)
Jim Bowie (HA)	Susan Archer (CH)
Lamont Curtis (NN)	Brad Martin (VB)
Scott McFarlane (VB)	George H. Mears (SU)
Mark Perreault (NO)	Nina Britton (H)
Christian Strange (NO)	

HRTPO CTAC Members Absent:

Bernie Whitlock (CH)
James Openshaw (NO)
Jay Leach (VB)
Dylan Lloyd (VB)

OTHER PARTICIPANTS:

Robin Grier (VDOT)

HRTPO/HRPDC Staff:

Kendall Miller
Robert Cofield
Sharon Lawrence
Joe Turner
Robert Crum
Mike Kimbrel

Public Comment Period

There were no public comments.

Submitted Public Comments

There were no submitted public comments.

Approval of Agenda

Chair Terry Danaher asked for motion to approve the agenda. Hearing none, Ms. Delceno Miles Moved to approve the agenda as written; seconded by Mr. Mark Geduldig-Yatrofsky The Motion Carried.

Summary Minutes of the March 14, 2019 CTAC Meeting

Chair Danaher asked for a motion to approve the March 14, 2019 summary minutes. Hearing none, Mr. Mark Perreault Moved to approve the minutes as written; seconded by Mr. John Kish. The Motion Carried.

New Member Introduction – Terry Danaher, Chair

Terry Danaher introduced two new CTAC members; Mr. George Mears (Suffolk) and Mr. Mark Geduldig-Yatrofsky (Portsmouth). Both new members gave the CTAC a brief overview of their backgrounds and their reasons for joining the CTAC.

Regional Branding Initiative

Mr. John Martin, South Eastern Institute of Research presented the Regional Branding Initiative to the CTAC, explaining that the goal of the initiative was to answer the following questions:

1. What is Hampton Roads' reputation in the world?
2. Do people know who Hampton Road is?
3. Do people know where Hampton Roads is?
4. For those who know Hampton Roads, what do they think about us?
5. Does our reputation hurt us or help us in attracting visitors, new residents and new business investments?

He went on to explain, that the goal of this effort is to come together as a region to address these questions in a thoughtful, thorough and collaborative way through the Hampton Roads Regional Branding Initiative (RBI).

Mr. Martin explained that the RBI will include the region's leading organizations, government, business, non-profit, education and other critical community stakeholders from all across Hampton Roads – 17 local governments and over 1.7 million people. The collaboration will be supported by a comprehensive research effort and culminate with a positioning, communications strategy and naming architecture to more seamlessly advance our region as an attractive place to live, work, play, learn and visit.

Mr. Martin went on to gain the CTAC's opinions on the five questions he posed at the beginning of his presentation.

At the end of this question/answer period, Mr. Martin shared that all updates for this effort, would be available on the new website: <https://envisioning2020.com/>.

For Your Information

Ms. Terry Danaher, informed CTAC that the Elizabeth River Task Force had held its first meeting at the Regional Building and elected its Chair – Mayor John Rowe, (Portsmouth) and Vice-Chair, Mayor Kenny Alexander, (Norfolk).

Old/New Business

Mr. Mark Geduldig-Yatrofsky(PO) asked that an agenda item addressing the region's transportation projects and their impacts on the region's trees, be added to an upcoming agenda.

Chair Terry Danaher asked for motion to adjourn. Ms. Delceno Miles Moved to adjourn; seconded by Mr. Carlton Hardy. The Motion Carried.

Adjournment

With no further business to come before the HRTPO Community Transportation Advisory Committee, the meeting adjourned at 2:01 p.m.