

# Radford University/Radford City Joint Commission Minutes

The Hub on East Main Street

March 4, 2025 @ 1:00 pm

Attendees: Kellie Artip, Ben Bondurant, Kim Repass, Kelsi Jones, Angela Joyner, Eric Plummer, David Perryman, Craig Meadows, Jerry Holdaway, Dan McKinney, Melissa Skelton, Jenni Webb and Nichole Hair. Dannette Gomez Beane appeared on behalf of David Perryman. Rob Hoover appeared by Zoom.

The meeting agenda is created by the Commission members and designed to create an opportunity to discuss collaborative initiatives, learn about specific topics and/or areas of interest, and develop relevant action plans as needed.

## **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. Overview of Enrollment**

Dannette Gomez Beane presented enrollment trends at Radford University, highlighting an increase in Fall 2025 enrollment and a record-high 94% retention rate. High school students with a 3.3 GPA and Algebra II completion receive automatic admission, while others are assessed on academic progression. Transfer students need a 2.5 GPA and a college math course for direct admission. A 13% decline in high school graduates in the Northeast is expected to impact higher education nationwide, prompting increased outreach efforts to Virginia high schools.

## **III. Community Fest Update**

Tricia Smith and Melissa Skelton presented plans for Radford Community Fest 2025, set for August 23, 2025. A new website has been launched, and event flyers will be distributed to residents and businesses. Volunteers are needed for festival activities and setup. The new website is <https://www.radfordcommunityfest.com>.

## **IV. Main Street Revitalization**

Melissa Skelton and Kim Repass provided an update on the Main Street Revitalization, focusing on East Main from Tyler to Virginia Street. The project includes new signage highlighting Bissett Park and the New River.

## **V. Transit Plans**

Melissa Skelton reported a 47% increase in transit ridership from last year, mostly due to increased enrollment.

## **VI. Member Updates**

- Relevant updates related to work and initiatives in area/role

## City Representatives

- Kellie Artrip – Radford City Council Member
  - Introduction of the new interim City Manager, Craig Meadows
- Craig Meadows – Interim City Manager
- Jerry Holdaway – Radford City Chief of Police
- Dan McKinney – Executive Director, Radford Chamber of Commerce
  - Update on Chamber Gala held February 8<sup>th</sup>.
  - May 19<sup>th</sup> is the River Course Golf Tournament
- Kim Repass – Director of Economic Development & Director of Tourism
- Jenni Webb – Director of Communications and City Clerk
- Melissa Skelton – Director of Planning and Zoning
- Ben Bondurant - Real Estate Rep and Developer
- Kelsi Jones – Owner of BT's Restaurant

## University Representatives

- Susan Trageser- Vice President for Student Affairs
- Angela Joyner – Vice President for Economic Development and Corporate Education
  - Spring break is the week of March 10<sup>th</sup>
  - Highlander Days - March 22<sup>nd</sup> and April 12<sup>th</sup>
  - International Culture Night is March 6<sup>th</sup> in Kyle Hall
- Bethany Usher – Provost and Senior Vice President for Academic Affairs
- Rob Hoover – Vice President for Finance and Administration
- Eric Plummer – Assistant VP for Public Safety
  - Enterprise Risk Management April 14<sup>th</sup>
  - Critical asset risk management and Threat Hazard Identification
- Lisa Ghidotti – Executive Director of Governmental Relations and Strategic Initiatives
- Nichole Hair – Director of Economic Development and Community Engagement
  - Future of Talent Summit next Thursday, March 13