

Radford University/Radford City Joint Commission Minutes

**The Hub on East Main Street
December 9, 2025 @ 8:45 am**

Attendees: Kellie Artip, Ben Bondurant, Kim Repass, Nichole Hair, Jerry Holdaway, Dan McKinney, Melissa Skelton, Eric Plummer and Derek Neal. David Perryman, Susan Trageser, Kelsi Jones, Angela Joyner, Rob Hoover, Kelsi Jones and Lisa Ghidotti appeared via 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

II. Member Updates

Radford Chamber of Commerce

Dan McKinney gave an update regarding the Radford Chamber of Commerce Annual Awards Gala. The event is scheduled for February 6th with a derby (horse racing) theme. The event will recognize businesses and award Person of the Year. Event information is available on the website .

ACTION ITEMS: To register go to: [Gala — Radford Chamber of Commerce](#)

Radford University Foundation

Derek Neal stated to the Commission that the foundation is open to meetings to discuss relationship building opportunities and is available to answer questions about partnerships.

Radford University Academic Affairs Enrollment Update

Bethany Usher gave an enrollment update to the commission. The university's goal is to maintain current enrollment levels with slight increases through improved retention. Spring enrollment shows approximately 100 more undergraduates than the previous semester, based on preliminary numbers. Applications are up to 590 for fall admissions. Current enrollment stands at 4,389 undergrads at main campus (at 80% registration), with expectations of around 5,000 total students.

Graduate commencement will be held Friday night, December 12th with undergraduate commencement all day Saturday, December 13th. The spring semester will begin one week earlier than in the past on January 12, the week before Martin Luther King Day.

Rad Talks Series Update - No event is scheduled for December, with the series resuming on February 17. Upcoming topics include a former IRS tax prosecutor

discussing tax evasion versus legal tax strategies and a historian presentation. Dates will be provided later.

Radford University Police Department Accreditation Achievement

Eric Plummer announced that the university received its initial accreditation award from CALEA in Jacksonville, Florida.

HUB@ Radford University Open House

Nichole Hair reported that the HUB@ Radford University Open House is scheduled for Monday, December 15 from 1:00 PM to 4:00 PM as a drop-in event. The purpose of the open house is to connect small businesses and the community to the university. Organizations are invited to bring ornaments to hang on trees, and additional ornaments will be available for decorating on-site. The format is casual and drop-in, offering opportunities to network and connect with university personnel.

Wicked Festival - The event was highly successful, with 735 students from all colleges participating. Two student groups specifically addressed unhoused population scenarios. Ongoing conversations are happening about how classes can continue to connect on community issues. The event featured multiple booths and posters on various community issues and is open to all community members, with future attendance encouraged.

Radford City Police Department Crime Prevention Community Certification

Jerry Holdaway stated that the city is submitting an application for Certified Crime Prevention Community status. Approximately 12 certified communities currently exist in Virginia, with several others beginning the process in January. Benefits include increased marketability for state grants, reduction in homeowners' insurance, and reduction in business insurance premiums. The organization is already performing approximately 85% of required work. The application process is time-consuming but manageable.

Radford Transit Relocation

Melissa Skelton reported that the transit transfer station is relocating to Burlington lot on East Main Street. Notice went live this morning on the Radford Transit website, and all route cards have been updated. The timing of routes is not changing, only the transfer station location. [Full-NOTICE-Burlington-HUB-Relocation.pdf](#)

ACTION ITEM: Melissa will forward transit relocation information to Jorge Coartney and Jennifer Hendrix at Radford University for student distribution.

City Council Update

The City Council meeting originally scheduled for December 8, 2025, has now been rescheduled to December 22nd, with agenda items pushed to the new date.

Radford City Economic Development

Kim Repass reported about the removal of concrete from the foundry. A presentation was given to City Council in early November. Challenges discovered include concrete

deeper than anticipated by engineers, particularly on the south side near railroad tracks and the eastern part near the parking lot. Additional unanticipated concrete requires removal, but the project remains under budget. The asphalt removal phase will begin soon.

The Handcrafted Market is scheduled for Saturday, December 13th.

Radford University Finance Administration

Rob Hoover praised the city and campus for excellent road and snow response and sidewalk clearing during recent winter storms, with all areas fully operational by morning. Thanks were extended to Todd Meredith and maintenance teams.

Congratulations were offered to Chief Plummer and the police force for CALEA accreditation, described as fantastic recognition for the campus team.

He further stated that the university is entering its budget development cycle. There is emphasis on planning ahead and incorporating requests into the budget cycle, with planning for the next fiscal year and several years ahead.

Dalton Hall Renovation Contract Awarded

Baskerville out of Richmond, Virginia, has been awarded the contract as architect and engineering firm. The kickoff meeting has not yet been held. Next steps include verification of program and schedule, determining timing for Muse Hall as a dining option, and evaluating backup and alternative dining locations on and adjacent to campus. Updates are expected over the next month.

ACTION ITEMS: Rob Hoover will give update at January 2026 meeting

Radford University Economic Development

The Day of Service is scheduled for January 19th. The university community performs community service throughout Radford and surrounding municipalities on this day. Students typically complete approximately 7,000 volunteer hours annually throughout the year, not just on this specific day. The university is working to track volunteer hours from faculty and staff as well, with data to be included in an updated economic impact study. [MLK Day of Service](#)

The Board of Visitors approved the strategic plan last week. The Strategic Plan Kickoff will be held on January 23rd from 9:30 AM to 11:00 AM at the Covington Center. Joint Commission and community members are invited to attend. The plan covers the next 6 years. [sept-2025-draft-bov-strategic-plan-presentation.pdf](#)

CoWorks, co-working space now has 35 members, with additional companies expressing interest. Programming is being planned for the spring semester, and the space welcomes guests and users for various needs.

Over 150 tests and certifications have been proctored, approaching 200. The center offers Pearson certification testing and is available to community members who need testing space.

Strategic Marketing and communication

University-Wide Event Sponsorship Plan - Previously handled by the marketing and advertising team, this will now be a broader and more inclusive university-wide effort. There are opportunities to work with Radford community businesses.

Community Engagement Plan - Input will be sought from Joint Commission on development.

Radford Proud and Brand Ambassadors Campaign - This represents a partnership opportunity with Joint Commission. The university is seeking community members to serve as brand ambassadors, with training and support to be provided.

Marketing Collaboration - Past Highlander Festival marketing was a combination of city and university efforts. There was more promotion to internal audiences including employees, students, and alumni, but less external promotion compared to Community Fest. Justin Ward led university marketing efforts.

ACTION ITEM: David Perryman will provide a recap of Highlander Festival paid and earned media efforts.

Radford University Board Presentation Materials

Updates presented to the Board of Visitors are public information and available on the university website. Angela will share links in meeting notes for the final approved strategic plan, Materials are available for deeper updates at future Joint Commission meetings if desired. [Board of Visitors | Radford University](#)

BT's Annual Christmas Party – Kelsi Jones announced that the annual Christmas party is scheduled for December 23rd at 6:00 PM at BT's Restaurant. This annual event is for local supporters and university community members, with a large spread of food provided. The tradition originated with David D. Hart's annual Christmas party, and BT's continues hosting after Hart's passing several years ago. An invitation graphic will be shared with the group (see attached)

- III. HIGHLANDER FESTIVAL** - The Highlander Festival was approved to become a subcommittee of Joint Commission, similar to the Community Fest structure. This was approved by the university cabinet and leadership council. City representatives include Todd Meredith, Kim Repass, Dan McKinney, Ben Bondurant and Kelsi Jones. University representatives will be added. The committee will be convened for 2026 planning. The Highlander Festival will be the second weekend of October. The committee will contact previous year's participants, work with the Highlander Festival tour company on the contract, convene the first planning meeting in January, and bring updates back to Joint Commission similar to Community Fest planning.

City Representatives

- Kellie Artrip – Radford City Council Member


- Todd Meredith – City Manager
- Jerry Holdaway – Radford City Chief of Police
- Dan McKinney – Executive Director, Radford Chamber of Commerce
- Kim Repass – Director of Economic Development & Director of Tourism
- Melissa Skelton – Director of Planning and Zoning and Interim City Clerk
- 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
- 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
- David Perryman – Associate Vice President for Strategic Communications
- Lisa Ghidotti – Executive Director of Governmental Relations and Strategic Initiatives
- Nichole Hair – Director, Economic Development and Community Engagement

Upcoming dates:

- Radford City Christmas Parade – December 9 @ 7 – 9 pm
- Winter Commencement – December 12 – 13
- BT's Christmas Party – December 23 @ 6 pm
- 2026 Annual Meeting & Gala – February 6 @ 6 -9:30 pm



Merry CHRISTMAS

COME CELEBRATE WITH US!

**TUESDAY
DECEMBER 23RD @ 6PM
BT'S RESTAURANT**