

**Waynesboro Economic Development Authority
Minutes of the Regular Meeting
Friday, May 11, 2018
Economic Development Office, 301 West Main Street
Waynesboro, VA 22980**

Members Present: Mr. George Reed
Mr. Tom Reider
Mr. Perry Fridley
Ms. Mary Sullivan
Ms. Tami Radecke (arrived @ 8:04)

Members Absent: Mr. James Hyson
Mr. Kris Krupa

Others Present: Mr. Greg Hitchin- Director of Economic Development & Tourism
Ms. Stephanie Duffy- Administrative Assistant
Mr. Terry Short- City Council
Mr. Jeff Freeman- City Council

Welcome:

Mr. Fridley called the meeting to order at 8:00 a.m. and welcomed everyone.

Approval of Minutes:

There being no other changes to the minutes from the February 9, 2018 meeting, Mr. Reider made the motion to approve the minutes as written. The motion was seconded by Ms. Sullivan and passed by unanimous vote.

Financial Report:

Mr. Hitchin reported on the financial accounts. There were four checks to approve, all previously budgeted items. Checks included \$22,700 to Timmons for Nature's Crossing water/sewer design; \$1,750 to Baer Boards for billboard costs associated with the East Main Street marketing; \$45 to Mountain Laurel Studios and \$225 to Norm Shaffer Photography, both Grow Waynesboro expenses. Mr. Reed made a motion to approve the checks as written. The motion was seconded by Ms. Sullivan and passed by unanimous vote. Mr. Hitchin also reported that there is \$2,000 left in the façade budget for this fiscal year and there is a current façade project that will wrap up by the end of this fiscal year, expending these funds.

Committee Reports

- a) Audit- Mr. Hyson has reviewed and signed the bank reconciliations.
- b) Loan- Mr. Hitchin reported that the Revolving Loan Fund has four applications; the loan committee will be meeting on May 23rd to review the applications.

Nominating Committee

The Chairman appointed Ms. Radeke and Mr. Reider to form a nominating committee for officers and board members. The EDA needs to find one new member as Mr. Hyson has completed two terms of four years and cannot be reappointed to a full term, his term expires on August 31. The Committee will need to make recommendations for new board members no later than the July EDA meeting. Once the EDA has determined

a recommendation, the Chair will write a letter to City Council with the EDA's recommendation. City Council will appoint the new member during August meeting. The committee is also responsible to present nominations for Chairman and Vice- Chairman for FY 19 (July 1, 2018 – June 30, 2019) at the June EDA meeting.

Monthly Updates

a) Downtown Redevelopment

- i. Grow Waynesboro 2018 Launch – Mr. Hitchin reported that Grow Waynesboro 3 has launched with business ideas due May 22nd. Just like last year, finalists will have to complete an 8 week business planning class which will take place over the summer and compete in a pitch night in September.
- ii. Grow Waynesboro fund raising report – Mr. Hitchin reported that the community fund raising efforts have raised \$7,500; \$5,000 from Lumos, \$1,000 from Shentel and \$1,500 from Union Bank. Grow Waynesboro has requested \$10,000 in the city FY19 budget he expects approximately \$3,000 to carry over from last year's program. The EDA has contributed in previous years and Mr. Hitchin asked if the EDA would consider contributing again this year. There was a brief discussion and the board asked Mr. Hitchin if he could formulate a recommended amount by the next meeting for the board to consider. By then, staff will know about the city budget amount and carry-over. He also asked for additional recommendations for sponsors.

b) Tourism

- i. TAB report- In Ms. Cranor's absence, Ms. Radecke gave a brief report from the last Tourism Advisory Board meeting. She reported that the Visitors Guide revamp is underway. Recently Waynesboro was featured in write-ups in both Life Outside and Southern Living. Brewery visits associated with the Beerwerks passport program have now exceeded 4,800 and the program has been very popular. Ms. Radecke brought up the TIC and ongoing water issues. The board had some discussion about the conditions at the top of the mountain and all agreed that it is a terrible first impression of Waynesboro. Several options were discussed in terms of grandeur future plans including a park and ride, large sign on private property across from intersection pointing people down to Waynesboro, and a partnership with National Park Services to create a large, regional information center. The consensus of the EDA is that the situation is deplorable and something should be done, whether it is to move the TIC down into City limits or to invest more in the trailer to give it a better appearance, although the surrounding area would still be unsightly.
- ii. TDZ-Mr. Hitchin reported that as part of the East Main Street billboard marketing project, the city has received four applications from businesses to be qualified tourism businesses. Other than the billboard coop there are no projects to approve for each business at this time.
- iii. Billboard Marketing – As part of our enterprise zone and tourism development zone marketing efforts, the tourism office has entered into a marketing cooperative agreement with four East Main Street businesses; Blue Ridge Bucha, Hops Kitchen, Rockfish Gap Outfitters, and Basic City Beer Co. As a test, we have leased a billboard at the bottom of Afton Mountain near the intersection of 250 and 151 advertising that these four businesses are only 7 minutes away. We are using the EDA to manage the invoicing and payments. There is no financial obligation to the EDA.

c) Industrial Properties

- i. Federal Opportunity Zone Update- A map was provided to the EDA showing the census tract that has been designated for the Federal Opportunity Fund. This is a new program and it has not been completely defined but we do have the tract with our two industrial properties designated and this will benefit long-term investments by giving a reduction in capital gains tax.

Correspondence and Communication of the Chairman

a) Next meeting: June 8, 2018

There being no further business to discuss, the meeting was adjourned at 9:00 a.m.

Respectfully submitted 6/8/2018


Stephanie Duffy
Recording Secretary

Certified as approved 6/8/2018


Gregory E. Hitchin
Secretary / Treasurer