

**Waynesboro Economic Development Authority
Minutes of the Regular Meeting
Friday, February 8, 2019
Economic Development Office, 301 West Main Street
Waynesboro, VA 22980**

Members Present: Mr. George Reed
Mr. Perry Fridley
Ms. Mary Sullivan
Mr. Mark Snyder
Mr. James Hyson

Members Absent: Mr. Tom Reider
Ms. Tami Radecke

Others Present: Mr. Greg Hitchin- Director of Economic Development & Tourism
Ms. Courtney Cranor- Assistant Director of Economic Development & Tourism
Ms. Stephanie Duffy- Administrative Assistant

Welcome:

Mr. Fridley called the meeting to order at 8:01 a.m. and welcomed everyone.

Approval of Minutes:

There being no other changes to the minutes from the November 9, 2018 meeting, Mr. Reed made a motion to approve the minutes as written. The motion was seconded by Mr. Snyder and passed by unanimous vote.

Financial Report:

Mr. Hitchin reported on the financial accounts for December, January and February. December's dashboard showed the previously approved \$500 sponsorship for the Greater Augusta Regional Chamber of Commerce wage survey. January's dashboard showed payment to H&C Tree for tree removal in the Industrial Park. The recent ice storm had several trees down blocking the roads and H&C Tree is a RLF recipient who voluntarily put half of his pay for the job towards his outstanding RLF balance. Mr. Hitchin pointed out a negative balance in the industrial park development line. There has been some delay in the state grant reimbursement but he has worked with Timmons on extended terms to allow the cash flow from the grant reimbursement to catch up. February's dashboard showed previously budgeted Grow Waynesboro expenses. Mr. Snyder made a motion to approve the financial dashboards as presented. The motion was seconded by Mr. Hyson and passed by unanimous vote.

Mr. Hitchin asked the committee to consider releasing the \$1,100 budgeted for the BRCC Career Connect event back into available funds as the program is not continuing as of now. Mr. Hyson made a motion to release the funds from the budgeted projects line. Mr. Reed seconded the motion and it passed by unanimous vote.

Committee Reports

- a) Audit- Mr. Hyson has reviewed and signed the financial reconciliations
- b) Handbook- Members who missed the last meeting were given updates
- c) Loan- Mr. Hitchin reported that the loan committee is currently reviewing one application
- d) Nominating Committee- new members will need to be appointment in April. Ms. Sullivan is eligible to be reappointed and there will be an additional seat open to fill.

Monthly Updates

- a) Downtown Redevelopment
 - i. IRF Grant – the city is currently working on an IRF Grant application for the old Leggett’s building. The city applied last year but the project was scored low and did not receive funding. Staff is tweaking the application to resubmit again this year.
 - ii. Façade agreement with Frazier – Mr. Hitchin reported that the City was entering into a contract with Frazier Associates Architects to provide façade design consulting at an hourly rate. When Waynesboro was a designated Virginia Main Street Community, this service was provided for free and the city would like to continue offering the service to potential façade projects.
- b) Grow Waynesboro- Ms. Cranor gave an update on the Grow Waynesboro program. The four awardees are working towards opening. They have been offered a marketing workshop and Quickbooks training.
- c) Tourism- Ms. Cranor reported on some noteworthy PR Waynesboro has received recently. Vogue did an article titled “Why This Region of Virginia Could Be the South’s New Foodie Hot Spot” that featured the Shenandoah Valley and western Virginia. The article mention’s the Shenandoah Beerwerks Trail and Autumn Olive Farm of Waynesboro. The USA Today article naming Waynesboro one of America’s 50 best cities to live in has also resurfaced and been recirculated. Ms. Cranor reported that Marilyn Odesser-Torpey (travel writer) seemed to enjoy her time in Waynesboro and hopefully we will see an article in the fall as a result of her trip. Waynesboro and the Shenandoah Beerwerks Trail were also recently listed in a blog by Kammock, a camping hammock company. The Shenandoah Valley Tourism Partnership (SVTP) is hosting a media tour the first week in May and also working on an event for local elected officials and tourism stakeholders to show what the partnership is working on. More information and invitations will come in the coming weeks. SVTP received a \$25,000 VTC grant for the Utrip initiative that will create an itinerary builder on the SVTP website. Shenandoah Beerwerks also received a \$50,000 VTC grant. Ms. Cranor gave some statistics, comments and results from a recent survey sent to non-residents who completed the passport program. The passport program will be moving from six stamps needed to eight stamps with more breweries coming online. Ms. Cranor also gave the EDA a sneak peak at how the new tourism website design is shaping up. The new website should launch in April.
- d) Industrial Properties – Mr. Hitchin reported that the city has received an extension for the Virginia Business Ready Sites Program (VBRSP) grant for the water and sewer design. Plans are 99% done, additional wetlands and geotech work will take place this month, an FAA obstruction evaluation application submitted for the water tower and the Norfolk Southern crossing (utility) application has been submitted. The design should be completed by the end of March.

General Assembly Economic Development Issues

A document provided by the Virginia Economic Development Association (VEDA) outlining bills in the General Assembly was given to the board. Mr. Hitchin highlighted a few key items of interest for the EDA:

- i. HB 2182 and SB 1681 Requires the state to notify and give option to EDA's to purchase surplus land.
- ii. HB 1840 and related SB – similar bills allowing Gas company and Electric company to provide service to 100 acre plus sites and charge costs to rate payers.
- iii. Budget amendment – would restore \$3m to Virginia Jobs Investment Program (VJIP).

There being no other business to discuss, Mr. Hyson made a motion to adjourn the meeting. Mr. Reed seconded the motion and the meeting was adjourned at 8:55 a.m.

Respectfully submitted 4/12/19


Stephanie Duffy
Recording Secretary

Certified as approved 4/12/19


Gregory E. Hitchin
Secretary/Treasurer