

**Waynesboro Economic Development Authority
Minutes of the Regular Meeting
Friday, January 10, 2020
Economic Development Office, 301 West Main Street
Waynesboro, VA 22980**

Members Present: Mr. Perry Fridley
Ms. Mary Sullivan
Mr. Mark Snyder
Ms. Angie Bandy
Mr. Pete Brooks
Mr. George Reed

Members Absent: Ms. Tami Radecke

Others Present: Mr. Greg Hitchin- Director of Economic Development & Tourism
Ms. Stephanie Duffy- Administrative Assistant
Ms. Jennifer Callison- Tourism & Marketing Manager

Welcome

Mr. Fridley called the meeting to order at 8:04 a.m. and welcomed everyone.

Amended Agenda

Mr. Hitchin asked the board to amend the agenda, adding discussion/action for item number five, Chicurel Lane, on the revised agenda. Mr. Snyder made a motion to amend the published agenda to include discussion and possible action on the proposed amendment to the City/EDA/KM Hotels performance agreement. Mr. Reed seconded the motion to amend and it passed by unanimous vote.

Approval of Minutes

There was one error on the minutes, "Mr. Sullivan" should be changed to "Ms. Sullivan." Ms. Sullivan made a motion to approve the minutes, with correction. The motion was seconded by Mr. Fridley and passed by unanimous vote.

Financial Report

Mr. Hitchin reported on the financial accounts for December and January. There was no activity to report for December. There was one check to approve for January. The check was for \$475 to Pine Knot Projects for marketing work associated with Grow Waynesboro. Mr. Brooks made a motion to approve the check as written. The motion was seconded by Mr. Snyder and passed by unanimous vote.

Chicurel Lane Project

Mr. Hitchin reported that changes needed to be made to the performance agreement regarding how the road will be built. The current agreement called for the City to build the road, with KM Hotels building the hotel, and KM Hotels to reimburse the cost of the road. The proposed change calls for one general contractor for building the hotel and road, instead of two. The intent of the change is to provide for efficiencies in time and cost. This change does not affect the original intent, incentives or right-of-

way. Ms. Bandy made a motion to approve in principle and authorize the Chairman to execute the amendment to the November 2016 performance agreement with KM Hotels and the City of Waynesboro which details changes in the public road construction process. Mr. Snyder seconded the motion and it passed by unanimous vote.

Project BLACK

Mr. Hitchin gave a brief overview of Project Black (Raven Industries). An agenda briefing drafted for City Council and a draft Memorandum of Understanding (MOU) were shared with the board. The draft MOU calls for reimbursement of 50% of M&T tax paid over five years; reimbursement of 75% of building permit fees paid for the first 12 months; reimbursement of 100% of the incremental increase to the real estate tax paid above the current real estate tax should the company purchase the building within five years; and first year membership fees to the Greater Augusta Regional Chamber of Commerce. Mr. Reed made a motion to approve and authorize the Chairman to execute the MOU with Raven Industries and the City of Waynesboro which formulizes the incentives offered for Raven's expansion to Waynesboro. The motion was seconded by Mr. Brooks and passed by unanimous vote.

Committee Reports

- a) Audit- After Ms. Bandy has reviewed and signed the bank reconciliations.
- b) Handbook- No new updates were given for the handbook.
- c) Loan- There were no new loan applications to discuss.

Update on Technology Zone Program

An overview of the proposed Technology Zone was given to the board. Mr. Hitchin reported that the ordinance to create the Technology Zone would go before City Council on January 27th. The ordinance will contain the geographical boundaries, the definition of a technology company and any incentives for the zone. Staff is currently working on developing branding and related marketing materials to launch in March. The Technology Zone is proposed for four areas of the city: downtown; area around Zeus Theater; South of I64 at Exit 96 along Delphine Avenue (NCTC); and greenfield area around Town Center and former P. Buckley Moss building.

Presentation on VEDP Site Readiness Program

Mr. Hitchin gave a brief PowerPoint presentation about the state's site readiness program. Major prospects have short time lines and expect to start building immediately, requiring up-front investment. The state has determined that over the last decade, Virginia has missed out on tens of thousands of jobs and billions of dollars in capital investment due to a lack of prepared sites. To address this issue, a tier system was created to determine which sites are more prepared and competitive. Through reviewing and categorizing sites, the state can determine top candidates for investment and provide comprehensive site characterization reports and scores. The Virginia Business Ready Sites Characterization Study ranked sites over 100 acres and Nature's Crossing Technology Center received a total score of 71 while the city owned property at the former outlet village scored a 76, making both highly suitable for small advanced and light manufacturing as well as large and small distribution/logistics. The board asked for a copy of the presentation which Mr. Hitchin will send via e-mail.

Monthly Updates

- a) Downtown Redevelopment
 - i. Virginia Museum of Natural History (VMNH)- Mr. Hitchin gave a brief update on the VMNH project. An updated draft version of the building design was shared with the board. The proposed Governor’s budget includes approximately one million dollars to create the final architectural master plan for the satellite museum. If the funds make it through and are approved, next year funding will be requested for actual construction and the museum could open its doors as soon as 2023.
- b) Tourism- Ms. Callison gave an update on tourism, sharing that Streetart360.net named the mural on the Ice House building number one in the world! Other good PR included the South River Fly Fishing Expo receiving the Best of the Blue Ridge award for best fly-fishing event. Waynesboro had numerous other runners-up as well. Search engine optimization was just completed for the new tourism website and final tweaks are being made to the site.
- c) Industrial Properties- Mr. Hitchin reported that the City has been working with VDOT and the railroad for an at-grade crossing for the connector road and the NCTC at grade crossing has just received preliminary approval.
 - i. P.B. Moss Video- Mr. Hitchin shared a 60 second video that was created by the Shenandoah Valley Partnership, featuring the former P. Buckley Moss building. The partnership is making these short videos to be used for marketing properties in the valley.

Other Business/Discussion

Mr. Hitchin gave the board public policy and voice handouts, provided by VEDA. The handouts give statistical data on economic development impact in Virginia and will also act as talking points as members talk to legislators about public policy.

Correspondence and Communication of the Chairman

- a) Next Meeting: February 14, 2020
- b) City Council review of Project Black MOU: January 13, 2020
- c) Presentation to City Council to introduce ordinance to create Technology Zones: January 27, 2020

There being no other business to discuss, Mr. Snyder made a motion to adjourn the meeting. Mr. Brooks seconded the motion and the meeting was adjourned at 8:54 a.m.

Respectfully submitted ___/___/_____

Certified as approved ___/___/_____

Stephanie Duffy
Recording Secretary

Gregory E. Hitchin
Secretary/Treasurer