

Waynesboro Economic Development Authority
Minutes of the Emergency Called Meeting
Tuesday, April 28, 2020, 4:00 PM
Zoom Remote Call

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

Others Present on Zoom: Mr. Greg Hitchin- Director of Economic Development & Tourism
Ms. Stephanie Duffy- Administrative Assistant
Ms. Jennifer Callison- Tourism & Marketing Manager
Mr. Mark LaRosa, VP Business Development & CSO of Augusta Health
Ms. Jeanie McCutcheon, Waynesboro Councilwoman

Others Who Requested Public Access to Zoom Meeting: Logan Bogert (lbogert@newsvirginian.com)

Welcome

Mr. Fridley called the meeting to order at 4:03 PM and thanked everyone for joining the meeting remotely. Mr. Hitchin then took a roll call vote to confirm attendance:

Mr. Fridley	Aye
Ms. Bandy	Aye
Ms. Radecke	Aye
Ms. Sullivan	Aye
Mr. Snyder	Aye
Mr. Reed	Aye

Mr. Hitchin reviewed the subject and procedures of the called meeting. The EDA has been authorized to meet electronically by City ordinance 2020-21 and state legislation passed last week, amending house bill 29 of 2019 due to the state of emergency. EDA members and city staff are attending remotely from home and office. Should a motion be made/vote needed, a roll call vote will be taken. The meeting agenda was published on April 22, 2020 using normal meeting announcement methods and posted on the City website calendar section. Instructions for public participation were included within the meeting announcement/agenda.

Approval of Minutes

There being no other changes to the minutes from the regular February 14, 2020 meeting or the emergency March 31, 2020 meeting, Ms. Sullivan made a motion to approve both sets of minutes as written. The motion was seconded by Ms. Bandy and passed by unanimous roll call vote as follows:

Mr. Fridley	Aye
Ms. Bandy	Aye

Ms. Radecke Aye
Ms. Sullivan Aye
Mr. Snyder Aye
Mr. Reed Aye

Financial Report

Mr. Hitchin reported on the financial accounts for March and April. In March, the first eleven emergency loans were dispersed, totaling \$44,000. The regular beerwerks program charges for postage were paid, in the amount of \$317.99 (as a reminder this is a pass through for the EDA) and the annual \$499.95 QuickBooks subscription was paid. In April, the last emergency loan was dispersed in the amount of \$2,500 and a check in the amount of \$5,000 has been drafted for a façade project that has been completed at 137 N Wayne Avenue (façade funds are reimbursed from the city). Mr. Hitchin noticed that the administrative and beerwerks expenses were not updated on the April dashboard, he will revise and send the updated report (sent April 30, 2020). Mr. Reed made a motion to approve the façade check as written. The motion was seconded by Mr. Snyder and passed by a unanimous roll call vote as follows:

Mr. Fridley Aye
Ms. Bandy Aye
Ms. Radecke Aye
Ms. Sullivan Aye
Mr. Snyder Aye
Mr. Reed Aye

Committee Reports

- a. Audit: Ms. Bandy has received the bank reconciliation reviews but had not reviewed them yet. Mr. Hitchin will move this item to the next meeting agenda.
- b. Loans: The RLF committee approved twelve loans totaling \$46,500 during March and April as a response to the COVID-19 pandemic and state of emergency shut down of businesses. There is currently a balance of just over \$2,000 in the RLF account and there are five additional application requests in hand. Out of the current RLF program, four businesses have taken advantage of deferrals in April, three to-date for May and there are two outstanding loans that staff has not received communication from since March. Mr. Hitchin passed along a comment from one of the loan participants who expressed their gratitude for allowing deferrals during this difficult time.

Augusta Health Enhanced Access Plan

Mr. Hitchin introduced Mark LaRosa, VP of Business Development & CSO of Augusta Health who shared his screen via zoom and gave a presentation on Augusta Health’s COPN Application to the Virginia Department of Health. Augusta Health has made application for a free-standing outpatient diagnostic testing facility on its campus which would house one CT scanner and one MRI. Augusta Health is considered the local hospital, being created twenty-five years ago when the Staunton and Waynesboro hospitals came together to create one facility. Over the past five years, Augusta Health has experienced steady growth in all the major imaging modalities, especially CT and MRI. This is primarily due the growth in the over age 65 population which is higher than state or national averages. This growth has resulted in Augusta Health experiencing an institutional need for an additional MRI unit and CT scanner

to be added to the complement Augusta Health CTs and MRIs. Over the next 15 years, this growth is expected to continue in the Augusta, Waynesboro, and Staunton areas. The Center will not only address growing demand, but it will also be structured as freestanding in order to offer MRI and CT services at a lower cost. The Augusta Health's freestanding imaging center will include a 3.0T MRI and 128 slice CT scanner in order to advance the specialized outpatient imaging capabilities in our area. Sentara has also made an application for an MRI and CT scanner at a free-standing center to be located in Staunton. There is only need in our area's market for one MRI and CT scanner and Augusta Health is looking for Waynesboro's support of their application. Waynesboro City Council has adopted a resolution at their recent meeting, in support of Augusta Health's application. After some brief discussion, Ms. Bandy made a motion authorizing the chairman to sign a resolution supporting approval of the COPN request for Augusta Health to the Virginia State Health Commission. Mr. Brooks seconded the motion and it passed by a unanimous vote as follows:

Mr. Fridley	Aye
Ms. Bandy	Aye
Ms. Sullivan	Aye
Mr. Brooks	Aye
Mr. Snyder	Aye
Mr. Reed	Aye
Ms. Radecke	Abstaining due to conflict of interest

Economic Development/COVID 19 Response Update

Mr. Hitchin gave an update on the City's response to the COVID-19. He expressed appreciation to the board's quick action taken with allowing deferrals of existing loans and for using the remaining balance in the RLF account for emergency loans. Waynesboro was one of the first localities in the state to offer an emergency loan program and other localities both within the state and out of state have contacted the Waynesboro economic development office about modeling our program. Staff has been following updates on the PPP and EIDL programs and been in contact with the local SBDC. The office is maintaining an "open for business" list that can be found on the website and social media which is updated regularly as businesses change their status and operating hours and procedures. At the end of March, the economic development office mailed out over one thousand letters to current business license holders within the city. The letter gave information and links to website resources, a business survey and information on how to sign-up to receive newsletters and updates. Staff has also sent out twelve COVID-19 related newsletters since March 1st with an average open rate of 40% which is a high rate for these types of communications. As a result of the communications sent, we have received several new subscriptions to our newsletters and fifty-two responses to the business survey to-date. Mr. Hitchin gave a brief summary of the survey results received. Staff is looking at working with regional and state partners to develop resources to support the relief and recovery stages ahead.

Monthly Updates

Tourism – Ms. Callison gave a brief overview for tourism. Staff is staying active on social media with a large audience currently on their phones and social media accounts. She is adapting state initiatives to have a Waynesboro spin and engaging the local followers more than visitors at this time. She is working on building content on the tourism website, both for current purposes and for the future when things are more normal. The Virginia Tourism Corporation has launched several campaign initiatives and she has been following that messaging to keep Waynesboro at top of mind for future travel.

Other Business/Discussion

At the previous meeting, the Chairman asked about federal aid to localities. Mr. Hitchin gave an update to the board. The Waynesboro City Manager has created a task force of staff members to look at potential aid available to states/localities. The USDA RD has some funding available for primarily broadband and expansion of telemedicine but there are also funds for business and industry loans. The Department of Commerce EDA has \$1.5B to use for infrastructure and planning and possibly capitalize local funds for loans. The CDBG funds are also available, Waynesboro is an entitlement community so Waynesboro will have access to those funds. Rules for the new programs are still being developed and staff is monitoring as updates are given.

Correspondence and Communication of the Chairman

The next regular meeting is scheduled for May 8th. Unless new business should arise, this meeting will likely be canceled.

There being no other business to discuss, Mr. Brooks made a motion to adjourn the meeting. The meeting was adjourned at 4:58 PM.

Respectfully submitted ___/___/_____

Certified as approved ___/___/_____

Stephanie Duffy
Recording Secretary

Gregory E. Hitchin
Secretary/Treasurer