

**Waynesboro Economic Development Authority
Minutes of the Regular Meeting
Friday, August 15, 2020 8:00 AM
Zoom Remote Call**

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

Members Absent: Mr. Mark Snyder
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. Terry Short, Waynesboro Councilman
Ms. Simone McKenny, Reporter for WHSV

Welcome

Mr. Fridley called the meeting to order at 8:03 AM and thanked everyone for joining the meeting remotely.

Mr. Hitchin gave a reminder that the EDA was authorized to meet electronically by City ordinance 2020-21 and State legislation passed (an amendment to house bill 29 of 2019). He reminded the group of the mute/unmute functions and that the meeting was being recorded for minute taking purposes.

Approval of Minutes

There being no other changes to the minutes from the regular meeting on July 10, 2020 meeting, Ms. Bandy made a motion to approve the minutes as written. The motion was seconded by Mr. Reed and passed by unanimous vote.

Financial Report

Mr. Hitchin reported on the financial accounts for August. There were seven checks to approve, all Renaissance Grant reimbursements to businesses: \$2,187.50 to Freda's Skin Studio; \$1,625.87 to Initial Inspiration; \$10,000 to Pyramid; \$902.77 to Whiskey Wright Fine Handcrafted Spirit Co.; \$3,336.97 to Rabbit Run Collectibles and \$432.90 to Tubular Toy Box. Ms. Radecke made a motion to approve the dashboard as presented and approve all grant checks as written. The motion was seconded by Ms. Sullivan and passed by unanimous vote.

Committee Reports

- a. Loan: Mr. Hitchin gave an update on the RLF loans. To date, the EDA is currently managing 19 active loans plus one in arrears but making intermittent payments for a total of 20 loans. Of the 20, 12 are emergency loans and an additional 13th emergency loan has already been paid in full. Of the 12, we are still missing paperwork for 5.
- b. Audit: Ms. Bandy has received the bank reconciliation reviews had no issues.

Community Business Launch Grant Application

Mr. Hitchin shared with the board that staff is working on an application for a Community Business Launch Grant (CBLG) from the Department of Housing and Community Development (DHCD). The application is for a Grow Waynesboro small business program, like the ones done in years past, to find a business or businesses to locate in the East Main Street Corridor. The EDA would serve as a pass-through for grant funds. The application is for \$45,000 with the City committing the required match of \$11,500. The goal of this program is for one or two larger business grants as opposed to numerous smaller grants. The grant application is due August 17th and decisions will be announced in November.

CARES Small Business and Nonprofit Grant Program

- a) Sustainability Fund: Mr. Hitchin shared an overview of the Waynesboro nonprofit Sustainability Fund Grant program which will launch August 17, 2020. This program will be much like the small business Renaissance Grant program except for nonprofit businesses. Like the Renaissance grant, funding for this program is also coming from the Federal Coronavirus Relief Fund (CRF). Waynesboro nonprofits can apply for funds up to \$10,000 for eligible reimbursable expenditures.
- b) Renaissance Fund: Mr. Hitchin reported that a second round of Renaissance grants will be available starting August 31, 2020. The second round will allow small businesses to apply for up to \$15,000. Applications will close September 21st, with checks distributed October 9th. Councilman Short added that the City received \$3.9 million in CARES funding and \$150 thousand was allocated to the first round of Renaissance Funds, \$150 thousand to the nonprofit Sustainability Fund and pending Council approval, another \$150 thousand will be allocated for round two of Renaissance Fund grants.

Monthly Updates

- a) Downtown Redevelopment – Mr. Hitchin reported that the city will soon begin to reengage in the “Meet the Entrepreneurs” blog series and plans to highlight six entrepreneurs over the next year. He also reported that the Wake Up Waynesboro program has concluded. Twenty-one cards were completed and returned with seventeen total prizes. Twenty-seven businesses partnered with the City and Destination Downtown Waynesboro, donating prizes valued at \$1,756. T-shirts have been ordered to provide to the sponsoring businesses and participants.
- b) Tourism- Ms. Callison gave updates on tourism. Again, this year, Waynesboro offered a BOOST grant program to help Waynesboro tourism businesses, events and projects with marketing initiatives. Ms. Callison is currently working with those grant recipients on executing performance agreements. The Street Arts Trail initiative which received a VTC MLP grant last year was put on hold with COVID-19 but is now back underway, more to come in the next few weeks. VTC will also launch a fall round of MLP (Marketing Leverage Program) grants sometime in August. Waynesboro also received a \$10,000 VTC WanderLove grant specifically for DMOs. The grant will be used for a “Seven Wanders of Waynesboro” campaign, focusing on outdoor recreation and small-town charm. The regional tourism group, GART, has also been awarded a \$50,000 GOVA grant for a reopening SAW (Staunton, Augusta, Waynesboro) campaign. The Shenandoah Beerwerks passport program has picked back up and the Shenandoah Valley Tourism Partnership (SVTP) is launching a new website soon.
- c) Industrial Properties – There were no updates.

Other Business/Discussion

Mr. Hitchin told the board that Mr. Pete Brooks has submitted his resignation to the EDA. Also, some noteworthy recent milestones by staff: Ms. Duffy has now been with the City for nine years and Ms. Callison just hit her one-

year anniversary with the City.

Councilman Short spoke to the board briefly about his recent appointment to the GO Virginia Region 8 Council. He offered to meet with the EDA or a subcommittee of the EDA to discuss how he can continue to advocate for Waynesboro and share ideas.

Correspondence and Communication of the Chairman

The next regular meeting is scheduled for September 11, 2020.

There being no other business to discuss, Mr. Reed made a motion to adjourn. The motion was seconded by Ms. Bandy and the meeting was adjourned at 8:31 AM.

Respectfully submitted ___/___/____

Certified as approved ___/___/____

Stephanie Duffy
Recording Secretary

Gregory E. Hitchin
Secretary/Treasurer