

Waynesboro Economic Development Authority
Minutes of the Regular Meeting
Tuesday August 17, 2021 (RESCHEDULED from August 13, 2021)
301 W Main Street, Waynesboro

Members Present: Ms. Angie Bandy
Mr. George Reed
Mr. Mark Snyder
Ms. Tami Radecke
Ms. Brenda Awkard

Members Absent: Ms. Mary Sullivan

Others Present: Mr. Greg Hitchin- Director of Economic Development & Tourism
Ms. Stephanie Duffy- Administrative Assistant
Ms. Alisande Tombarge- Associate City Planner

Welcome

Mr. Reed called the meeting to order at 8:01 AM and thanked everyone for attending.

Approval of Minutes

There being no changes to the minutes from the regular June 11, 2021 meeting, Ms. Radecke 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 gave a report on the financials for July and August. For July, there were two credit card transactions totaling \$217.99 for Beerwerks postage and \$6.65 for auto debit service associated with the EDA RLF program. For August, there were two credit card transactions totaling \$417.99 for Beerwerks postage and \$11.95 for auto debit service associated with the EDA RLF program. In addition, there were two payments to be approved, both associated with the Waynesboro@Work initiative, each in the amount of \$1,440. Mr. Snyder made a motion to approve the financial reports and checks as presented. The motion was seconded by Ms. Awkard and passed by unanimous vote.

Committee Reports

- a. **Audit:** Ms. Bandy has received the bank reconciliation reviews and has signed off on the reports for July and August.
- b. **Nomination:** Mr. Reed reported on behalf of the Nominating Committee. The committee and City staff had zoom calls with five candidates who had expressed interest in serving on the EDA board. After considering many factors including occupation and fit with the remaining EDA members and their experience, Chairwoman Sullivan sent a letter of recommendation to the City Council. On Monday, August 9, City Council appointed Chris Ornelas, Owner of Plaza Antigua (Formally Plaza Azteca) and reappointed Ms. Awkard to four-year terms beginning September 1, 2021.

Grant Opportunities/Results

- a. **Community Navigator:** Mr. Hitchin reported on the Community Navigator grant opportunity. As part of the American Rescue Plan (ARP) funds, Waynesboro is partnering with Shenandoah

Community Capital Fund (formerly Staunton Creative Community Fund) and four other partners on a \$1M grant application. SCCF is the “hub” and Waynesboro will be one of five “spokes.” The proposed program will provide networking and training for women and entrepreneurs of color. Waynesboro’s commitment to the program is through the following activities that will be funded by the grant program in the total amount of \$100,000:

1. \$65,520 for a part-time Program Coordinator which Waynesboro will utilize to manage Grow Waynesboro programming and assist with the technical assistance and connection building offered to entrepreneurs in the program
2. \$5,880 for training materials including printing, access to computers, and equipment needed to host the programming
3. \$12,000 for Program Facilitators conducting the technical assistance courses
4. \$11,000 to go towards rental of a space(s) for community events and to host outreach and engagement events for entrepreneurs across the region
5. \$5,600 travel for the Program Coordinators

A match is not required for this grant and a Memorandum of Understanding (MOU) was provided to the Board prior to the meeting which details the grant disbursement. The City’s legal counsel has also reviewed the document. If the application is successful, this will be a two-year program. After some brief discussion, Ms. Radecke made a motion to ratify the MOU and authorize an officer of the EDA to sign the MOU. Mr. Snyder seconded the motion and it passed by unanimous vote.

- b. **Resurgence:** Mr. Hitchin also reported on the Virginia Statewide Business District Resurgence Grant Fund opportunity. This grant program seeks to advance and accelerate the post-pandemic recovery of Virginia’s business and commercial districts. Specifically, these funds will support historically economically disadvantaged communities and other business districts that have been disproportionately impacted by the pandemic. Through expanding organizational and business support grants, funding is envisioned to provide a more inclusive framework for community-driven, comprehensive revitalization and vitality. The City would use the proposed funds of \$116,000 in four main areas:

1. \$16,000 for a downtown housing assessment which was last done in 2012
2. \$12,000 to continue the Waynesboro@Work series
3. \$25,000 for entrepreneurial development – by way of a partnership with SV SBDC to provide training in specialty areas for existing businesses and start-up training for new ones
4. \$38,000 for façade improvements in the Low- and Moderate-Income (LMI) area plus extra match in the downtown area as part of the Enterprise Zone Program
5. \$25,000 for downtown marketing – cross promotional activities with fall holidays, and spring “river” events

In addition, the City would provide a local match of in-kind staff time, volunteer hours, CBDG budget, City budget, and EDA budget (part of Grow Waynesboro) for a total project budget of \$141,927. This grant would sustain the Grow Waynesboro program which would evolve accordingly. Grant awards are expected to be announced in September with programs to start in October and be completed by May of 2022. After some brief discussion, Ms. Bandy made a motion to authorize staff to submit the application on behalf of the EDA. The motion was seconded by Ms. Radecke and passed by unanimous vote.

- c. **VTC RMLP:** Mr. Hitchin also reported that the City was awarded a \$10,000 Recovery Marketing Leverage Program (RMLP) grant from Virginia Tourism Corporation. Grant funds will be used to design and print a new Visitor Guide, commission new photography, and continue to market Waynesboro as a desirable tourist destination. The current Visitor Guide was printed in 2019 and became outdated quickly with the onset of the pandemic.

Monthly Updates

- a. **Downtown Redevelopment:** Mr. Hitchin shared with the group that there was some new interest and activity with the Destination Downtown Waynesboro Board and committees and he looks forward to building on their momentum.
- b. **Tourism:** no additional updates were provided
- c. **Industrial Properties:** no updates were provided on the industrial properties but Mr. Hitchin mentioned that Waynesboro, along with over 100 other communities around the U.S. are participating in post-pandemic survey of businesses. The goal is to interview 20 businesses in each of the communities which will give a minimum sample size of 2,000, and provide some great benchmarking data. This project will allow Waynesboro to learn about our businesses' current needs as they exit COVID-19 for business and workforce development and allow a national benchmark comparison for areas of opportunity, growth, and competitive advantage. Staff will be conducting surveys of local businesses over the next couple of weeks.

Other Business/Discussion

There was no other discussion.

Correspondence and Communication of the Chairman

Next meeting: September 10, 2021, planned for in-person at economic development office.

Consider holding a closed meeting

Staff requested that the EDA reconvene in a closed session as allowed by the Freedom of Information Act.

Ms. Awkard then moved that the meeting be recessed and reconvene in a closed meeting under Section 2.2-3711(a)(5) of the Freedom of Information Act, Code of Virginia, 1950, as amended, regarding discussion concerning a prospective business or industry or the expansion of an existing business or industry where no previous announcement has been made of the businesses or industry's interest in locating or expanding its facilities in the community.

The motion passed on a roll call vote as follows: Mr. Reed, aye; Ms. Radecke, aye; Ms. Bandy, aye; Mr. Snyder, aye; Ms. Awkard, aye. The EDA went into closed session at 8:21 AM

At 8:40 AM Ms. Bandy made a motion to reconvene to an open session and moved to adopt the following resolution: WHEREAS, the Economic Development Authority of Waynesboro has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and WHEREAS, Section 2.2-3712 of the Code of Virginia requires a certification by the Economic Development Authority that such closed meeting was conducted in conformity with Virginia law; NOW, THEREFORE, BE IT RESOLVED, that the Economic Development Authority of Waynesboro hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the Economic Development Authority of Waynesboro.

The motion passed on a roll call vote as follows: Mr. Reed, aye; Ms. Radecke, aye; Ms. Bandy, aye; Mr. Snyder, aye; Ms. Awkard, aye.

There being no other business to discuss the meeting was adjourned at 8:41 AM.

Respectfully submitted ___/___/_____

Certified as approved ___/___/_____

Stephanie Duffy
Recording Secretary

Gregory E. Hitchin
Secretary/Treasurer