

Waynesboro Economic Development Authority
Minutes of the Regular Meeting
Friday, November 12, 2021
301 W Main Street, Waynesboro

Members Present: Ms. Mary Sullivan
Ms. Angie Bandy
Mr. George Reed
Ms. Brenda Arkward
Mr. Chris Ornelas

Members Absent: Ms. Tami Radecke
Mr. Mark Snyder

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

Welcome

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

Approval of Minutes

There was one grammatical correction to the minutes from the regular September 10, 2021 meeting which will be updated, Ms. Bandy made a motion to approve the minutes as written with correction. The motion was seconded by Ms. Arkward and passed by unanimous vote.

Financial Report

Mr. Hitchin gave a report on the financials for October and November. For October, there were three debit card transactions totaling \$417.99 for Beerwerks postage and two transactions totaling \$6.65 for expenses relating to the RLF automatic payment process. For November, there were two debit card transactions totaling \$217.99 for Beerwerks postage and two transactions totaling \$6.65 for expenses relating to the RLF automatic payment process. In addition, there was one check to approve for Converge Local in the amount of \$1,140 for the fourth of six budgeted Waynesboro@Work vlogs. Mr. Reed made a motion to approve the financial reports and check as presented. The motion was seconded by Ms. Arkward and passed by unanimous vote.

Committee Reports

- a. **Audit:** Ms. Bandy received the bank reconciliation reviews and signed off on the reports for October and November.

Grant Updates

Mr. Hitchin gave an update on current grants.

- a. **DHCD Resurgence Grant:** In October, it was announced that Waynesboro had received a \$116,000 2022 Virginia Statewide Business District Resurgence Grant to support small business recovery in downtown and neighboring areas. The grant will be used to provide funding to small business owners for consultant services, business plan development, technical assistance and training;

expand the current façade grant program to a larger area which will cover a greater number of women-owned, minority-owned, and immigrant-owned businesses; enhance the Waynesboro @ Work series of entrepreneur success stories; create and implement consumer marketing programs; and to update a 2012 housing study evaluating residential opportunities in the downtown area. This is a matching grant and will consist of staff and volunteer hours; \$2,000 from the EDA Grow Waynesboro budget; \$8,000 from the city tourism budget; and \$11,600 from CDBG annual allotment. For the downtown housing study, staff has sent out RFP's and would like one EDA member to assist in reviewing the proposals and selecting a vendor. Upon recommendations from the Virginia Housing Authority, RFP's were sent to five consultants on November 5th. One has declined (too busy); another is evaluating their schedule and may not be able to respond. Proposals are due November 22nd. Mr. Reed volunteered to assist with review of the proposals. The grant will also help with marketing expenses associated with downtown events. Staff is currently working with DDW on the first annual Holiday Market to be held on December 4, 2021 in the Main Street Alley. All expenses for this grant will need to be completed and reported by mid-May 2022, the EDA will receive a portion of the grant in November 2021. After some discussion, Mr. Hitchin asked for a motion authorizing an officer of the EDA to sign agreements relative to the grant. Ms. Bandy made a motion to authorize an officer of EDA to sign agreements relative to receipt or disbursement of the grant funds with, but not necessarily limited to, DHCD and SBDC to provide services as described. The motion was seconded by Ms. Arkward and passed by unanimous vote.

- b. VTC Grant: Waynesboro has received \$40,000 in American Rescue Plan Act (ARPA) funds through the Virginia Tourism Corporation (VTC) which will be used over the next two years for additional marketing efforts to drive tourism to Waynesboro. Staff is currently developing the budget.
- c. Community Navigator: Waynesboro received \$100,000 as part of the \$1M grant to SCCF. The focus of the grant is to actively engage and support women and entrepreneurs of color. This is a two-year grant and work will begin in January. The budget includes hiring a part time employee and related expenses, programs to develop entrepreneur skills, community events, communication and encouragement.
- d. VEDP-BRSP: The Virginia Business Ready Sites Program grant will be used to advance to step two which was a virtual site tour with representatives from KMPG (site location firm retained by VEDP to assist with site development) and VEDP. Chair Sullivan and Assistant City Manager Wood attended. The presentation included attributes of the site, time schedule and budget. The goal is to achieve tier four status at the time of the Southern Corridor Road completion, currently on track for spring 2025. One area of concern expressed by KMPG was the water and sewer capacity. Staff is currently planning on just over the minimum needed for tier four status – 260,000 GPD. The next step is an on-site tour.
- e. Augusta County EDA: In cooperation with the property owner, Augusta County is applying for an EDA planning grant to review the current situation and provide a road map for development at the

top of Afton Mountain. Augusta County has requested a letter of support from the EDA to include with the grant application. Augusta County is supporting the grant match, no financial assistance is requested from Waynesboro. After a brief discussion, Ms. Bandy made a motion to authorize an officer of the EDA to write a letter of support for the grant. The motion was seconded by Mr. Reed and passed by unanimous vote.

Monthly Updates

- a. **Downtown Redevelopment:** Mr. Hitchin gave a brief update on the VMNH. Although moving slowly through the governmental process, the museum hopes to release the RFP for an architecture firm to provide detailed design services soon. The goal remains the same, to be able to provide a report to the General Assembly in January 2023 to secure construction funding to be open in 2025.
- b. **Tourism:** no additional updates were provided.
- b. **Industrial Properties:** no additional updates were provided.

Other Business/Discussion

Correspondence and Communication of the Chairman

Board member handbooks have been updated and returned to members. The next meeting will be December 10, 2021, planned for in-person at economic development office. Mr. Hitchin also reminded the board that the VEDA winter meeting will be held in Staunton on December 1st, if anyone would like to attend, please let staff know ASAP.

There being no other business to discuss Ms. Arkward made a motion to adjourn. The motion was seconded by Ms. Bandy and the meeting was adjourned at 8:29 AM.

Respectfully submitted ___/___/___

Certified as approved ___/___/___

Stephanie Duffy
Recording Secretary

Gregory E. Hitchin
Secretary/Treasurer