

Waynesboro Economic Development Authority
Minutes of the Regular Meeting
Friday, January 14, 2022
301 W Main Street, Waynesboro

Members Present: Ms. Mary Sullivan
Ms. Angie Bandy
Mr. George Reed
Mr. Chris Ornelas
Ms. Tami Radecke
Mr. Mark Snyder

Members Absent: Ms. Brenda Arkward

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

Welcome

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

Approval of Minutes

There being no changes to the minutes presented from the regular meeting on November 12, 2021, Ms. Radecke 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 gave a report on the financials for December and January. For December, there was one check in the amount of \$4,300 as a retainer for the consultant doing the housing study which is part of the Resurgence Grant funds. There were also five debit card transactions for December, two charges totaling \$27.79 associated with Beerwerks, one charge of \$200 for VEDA registration and two charges associated with the EDA RLF automatic payment process totaling 6.65. For January, there were three checks to approve. The first in the amount of \$15,000 to Farmhaus Roasting Co. for an EDA RLF loan, the second in the amount of \$10,000 to SCCF as part of the S2V Program funds EDA agreed to previously in February 2020 (\$5,000 from GW reserve account and \$5,000 from operating account) and the final check to approve was in the amount of \$1,140 to Converge Local for the Waynesboro at Work blog and video. There were also six debit card transactions for January, two totaling \$344.42 associated with the Beerwerks program, two totaling \$73.72 associated with the VEDP site visit and two totaling \$11.95 associated with the EDA RLF automatic payment process. Mr. Hitchin also pointed out the \$50,000 deposited into the reserve account as part of the Resurgence Grant funds. Mr. Snyder made a motion to approve the financial reports and checks as presented. The motion was seconded by Ms. Bandy and passed by unanimous vote. Mr. Hitchin added that the EDA is audited as part of the annual city audit and received a clean audit for FY21.

Committee Reports

- a. **Handbook:** The 2022 VEDA Public Policy Platform Publication was given to EDA members to update in their green EDA Board Member handbooks.

- b. **Loan:** The EDA RLF Committee has approved and closed on one new loan and is currently reviewing another loan application. There is a current available balance of \$55,000 in the RLF account.
- c. **Audit:** Ms. Bandy received the bank reconciliation reviews and signed off on the reports for December and January.

Startup Shenandoah Valley (S2V) Report

Ms. Irwin, Executive Director of the Shenandoah Community Capital Fund (SCCF) gave a brief presentation. SCCF used to be know as Staunton Creative Community Fund but recently went through a name change to better illustrate who they are and who they serve. While located in Staunton, SCCF's footprint is the entire Shenandoah Valley. The \$10,000 that the Waynesboro EDA invested as part of the Startup Shenandoah Valley (S2V) program directly supported three Waynesboro businesses over the past year, including Initial Inspiration, Central Virginia Prep, and Neverland Books. Along with the S2V support, SCCF also invested \$35,000 in microloans to the three clients to help with expansion and purchase of equipment. In addition to the S2V Program, the Waynesboro EDA is also a part of the \$1 million Community Navigator award SCCF received in November.

The Waynesboro EDA will receive \$100,000 over the next two years to support entrepreneurs in the city. Ms. Irwin ended with a big thank you to the board for their ongoing support and collaboration.

Grant Update

Mr. Hitchin gave a brief overview and update on the current grant programs.

- a. Community Navigator
 - a. This program is part of a Federal SBA Grant of \$1 million. The main purpose of the grant is to help small businesses, with a focus on those owned by veterans, women, and socially and economically disadvantaged individuals with services that can include financial assistance, access to capital supports, contracting and procurement assistance, marketing, operations, and business development, export and importing, and industry specific training, among other areas of technical assistance to aid businesses in stabilization and expansion. The ARPA funds will be deployed with a "hub" (SCCF \$500k) and network of "spoke" organizations (five at \$100k each). Of the \$100,000 Waynesboro portion, \$60,000 will be used to hire an employee and \$40,000 will go towards operations including classes and events. This is a two-year grant beginning December 1, 2021 and ending December 31, 2023. The EDA receives its allocation from SCCF.
 - b. Part of our grant funds will be used to hire a part time Program Coordinator, whose job will be meeting with small businesses and providing assistance/training to start-ups in Waynesboro. Staff are finalizing the job description and hope to have someone on board by March 1, 2022.
 - c. Included in the materials provided to board members was a reporting document that staff will update and share periodically.
- b. DHCD-Resurgence
 - a. The DHCD/Virginia Statewide Business District Resurgence Grant supports small business recovery in downtown and neighboring areas through June 30, 2022. 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 at 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

- b. Staff are in the process of marketing the programs via direct mail to businesses in the identified area (now a GIS layer), updating the website and other means of communication.
 - c. Also included in this grant are funds to market downtown events. Recently, funds and staff time was used to market a very successful Destination Downtown Waynesboro (DDW) Holiday Market and there are plans for additional events before the end of April.
 - d. Included in the materials provided to board members was a reporting document that staff will update and share periodically. So far, the response to the façade grant benefits has been overwhelming and five referrals have been made to SBDC (the goal is 20).
- c. VEDP-BRSP
- a. NCTC was one of twelve sites selected for a site visit by VEDP and KPMG (a national site consulting firm). Staff had a successful meeting and tour of the site on December 7, 2021.
 - b. VEDP/KPMG are very keen on our site, but as we were aware when we applied, we are asking for \$7 million and their funding for this round was only \$7 million – our goal was to be well positioned for the next round of funding. The proposed budget has \$150 million included for site development; of which \$100 million are for mega sites (over 250 acres) and \$50 million for large sites (100-250 acres).
 - c. Mr. Hitchin is confident in Waynesboro’s standings for the next round.

Monthly Updates

- a. **Downtown Redevelopment:** Mr. Hitchin gave a brief update on the VMNH. State funds have been released for the RFP process to begin for an architectural firm to provide detailed design services. The hope is to have a firm selected by March 1, 2022 with an opening in 2025.
- b. **Tourism:** The Rockfish Gap TIC is closed for the season and scheduled to reopen in late March.
- d. **Industrial Properties:** no additional updates were provided.

Other Business/Discussion

EDA Members should have received an email from Julia Bortle as a reminder to complete the state financial disclosure form for 2022.

Correspondence and Communication of the Chairman

The next regular EDA meeting is scheduled for February 11, 2022.

There being no other business to discuss Ms. Radecke made a motion to adjourn. The motion was seconded by Mr. Reed and the meeting was adjourned at 8:30 AM.

Respectfully submitted ___/___/____

Certified as approved ___/___/____

Stephanie Duffy
Recording Secretary

Gregory E. Hitchin
Secretary/Treasurer