

Waynesboro Economic Development Authority
Minutes of the Regular Meeting
Friday, August 8, 2022
301 W Main Street, Waynesboro

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

Members Absent: Mr. Chris Ornelas

Others Present: Mr. Greg Hitchin- Director of Economic Development & Tourism
Ms. Jennifer Kiser- Tourism & Marketing Manager
Ms. Stephanie Duffy- Administrative Assistant
Mr. Jay Messenger- Small Business Specialist
Mayor Bobby Henderson

Welcome

Ms. Sullivan called the meeting to order at 8:00 AM and thanked everyone for attending.

Approval of Minutes

There being no changes to the minutes presented from the regular meeting on June 10, 2022, Mr. Reed made a motion to approve the minutes as written. The motion was seconded by Ms. Radecke and passed by unanimous vote.

Financial Report

Mr. Hitchin gave a report on the financials for July and August. For July, there were four checks totaling \$16,852.53 – all from budgeted/reserve accounts: the first to Timmons in the amount of \$1,190 for the industrial park water and sewer report; the second to Print Source in the amount of \$58 for community navigator grant supplies; the third to Converge in the amount of \$1,140 for a W@W episode; and lastly a check to Creative ED in the amount of \$14,464.53 as final payment for the IRF Planning Grant work. There were also two debit card charges totaling \$217.99 associated with the Beerwerks Program and two charges totaling \$6.35 associated with the RLF autopayments.

For August, there were three checks totaling \$20,356 – all from budgeted/reserve accounts. The first to Timmons in the amount of \$1,785 for the industrial park water and sewer report; the second to Jay Messenger in the amount of \$8,571 for 1Q contract services; the third to Urbane Ventures, in the amount of \$10,000 as grant funds for engineering services. There were also four debit card charges totaling \$502.18 associated with the Beerwerks Program; one debit card charge in the amount of \$50 for Facebook advertising; and two charges totaling \$6.35 associated with the RLF autopayments.

Ms. Radecke made a motion to approve the financial reports and checks as presented. The motion was seconded by Ms. Arkward and passed by unanimous vote.

Consider Resolutions of Support of IRF Applications

Mr. Hitchin gave an overview of the proposed resolutions in support of the IRF Grant application. The resolutions of support from the EDA will be included in the application on behalf of the property owners of 320 West Main Street and 411 West Main Street. City Council passed similar resolutions on August 8, 2022. Staff has been working with the property owners to complete the narrative and attachments for the application. If successful with one or both applications, the EDA will receive the grant, then loan the amount to the building owners using DHCD's criteria. As the owners make payments, the EDA will retain the funds to set up a revolving loan fund for additional building improvements. There is no financial commitment from the City or EDA. Mr. Reed asked about the process for how these two properties and amounts were chosen. Mr. Hitchin gave a summary of the process which started with nine properties whose owners were contacted to see if they were interested in the opportunity, only three completed the application; staff reviewed the applications using DHCD criteria to make the final determination. Funding amounts are based on the project needs. Ms. Bandy made a motion to approve the resolution of support for the IRF application for 320 West Main Street. The motion was seconded by Mr. Snyder and passed by unanimous vote. Ms. Arkward then made a motion to approve the resolution of support for the IRF application for 411 West Main Street. The motion was seconded by Mr. Reed and passed by unanimous vote.

Grant Updates

- Resurgence – The final report was provided to the board prior to the meeting. The program resulted in a \$205,000 total investment in 13 downtown facades; 15 businesses received some type of technical assistance; 6 new episodes of W@W were produced; 4 downtown events were created and marketed along with one general awareness marketing campaign; and a housing study was completed.
- IRF Planning – The final report was provided to the board prior to the meeting. This grant studied five blighted buildings on Main Street and provided recommendations for redevelopment. The grant also allowed a market study showing retail opportunities in downtown. The findings were presented at the August 8, 2022 City Council meeting by the consultant where there were no questions or comments. This information will be used as part of the City's IRF Grant application, and for recruiting new businesses for downtown.
- Community Navigator – Mr. Messenger gave a brief update on what he has been working on since starting as the Small Business Specialist in April. In the first quarter he was busy transitioning businesses and PSPs from the Resurgence Grant work with SBDC to now be working with him as the Small Business Specialist for Waynesboro. Now, in the second quarter, he is meeting with businesses and setting up services with PSPs. He is attending events to generate leads and will be hosting his own events going into the third quarter. He has started hosting a coffee chat on the first Thursday of each month from 7:30-9:30 am at Farmhaus Coffee. This is a networking event for the entrepreneur community of Waynesboro. He has plans to hold a startup bootcamp quarterly and a crowd-funded pitch night quarterly.
- Virginia Business Ready Sites – Mr. Hitchin reported on the BRS grant. Applications are due mid-September. The city will be applying for the water and sewer construction costs of \$7.8M. The city match will be in the \$900K range – staff is still confirming with the finance department. City

Council will be asked for a resolution of support and matching funds at their next meeting on August 22, 2022. Construction of the road should start in late 2023 and be completed in 2025.

Committee Reports

- **Handbook:** The Shenandoah Valley Partnership Annual Report was provided to the board.
- **Audit:** Ms. Bandy has reviewed the bank reviews for June, July and August and signed off on the reconciliations.

Monthly Updates

Downtown Redevelopment: Mr. Hitchin shared that an Architectural Firm has been chosen for the VMNH and will be announced soon. The plan is to be able to provide information to the General Assembly in the fall and request construction funding in the FY24 state budget.

Correspondence and Communication of the Chairman

The next regular EDA meeting is scheduled for September 9, 2022.

Mayor Henderson added a note of gratitude to the EDA Board and Staff for their dedication to the city and hard work.

There being no other business to discuss, Ms. Arkward made a motion to adjourn. The motion was seconded by Mr. Reed and the meeting was adjourned at 8:38 AM.

Respectfully submitted ___/___/____

Certified as approved ___/___/____

Stephanie Duffy
Recording Secretary

Gregory E. Hitchin
Secretary/Treasurer