

**Waynesboro Economic Development Authority
Minutes of the Regular Meeting
Friday, June 9, 2023**

Members Present: Ms. Brenda Arkward
Ms. Mary Sullivan
Mr. Mark Snyder
Mr. Chris Ornelas
Ms. Chanda McGuffin
Mr. George Reed
Ms. Tami Radecke

Others Present: Mr. Greg Hitchin- Director of Economic Development & Tourism
Ms. Stephanie Duffy- Project Manager, Economic Development & Tourism
Mr. Jay Messenger- Small Business Specialist

Welcome

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

Approval of Minutes

There being no changes to the minutes presented from the regular meeting on May 12, 2023, Mr. Reed 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 June. There were eight checks to approve totaling \$28,411.73 with \$23,846.14 from grant funded programs and \$4,565.59 for a façade grant reimbursement. Five checks associated with the Community Navigator Grant included one to Jay Messenger in the amount of \$14,285 for five months of contract employment; one check to the Chamber of Commerce in the amount of \$1,400 for memberships; one check to The City Foxes in the amount of \$400 for the Idea Pitch event; one check to Converge Local in the amount of \$1,000 for professional services for The Barn; and one check to Farmhaus Coffee in the amount of \$250 for the monthly Coffee Chat event. Additionally, there was one check to Grep Innovation in the amount of \$250 for Grow Waynesboro website updates and a check in the amount of \$6,261.14 to Blaze On for purchase of equipment for one of the GWMW winners, both associated with the Grow Waynesboro program. Finally, there was one check in the amount of \$4,565.59 for a façade grant reimbursement for Revival Décor + Design at 200 East Main Street. Staff will be submitting an invoice to city for the EDA to be reimbursed for the façade grant. There were also seven debit card charges: four charges totaling \$451.72 for loan auto payment fees and one returned auto draft and fee; two charges totaling \$219.99 for Beerwerks postage; and one charge for \$59 as part of the Grow Waynesboro website update. Ms. Radecke made a motion to approve the financial report and checks as presented. The motion was seconded by Ms. Arkward and passed by unanimous vote.

Committee Reports

- **Audit:** Mr. Reed reviewed the bank statements for June and signed off on the reconciliations. Ms. Sullivan asked if anyone would volunteer to take over the audit reviews since Mr. Reed will be starting his term as Chair beginning next month. There being no volunteers, Mr. Reed offered to continue the reviews until

new board members were appointed to the board.

Review and consider adopting the Industrial Park Restrictions and Covenants and authorizing an officer to sign.

Mr. Hitchin reminded the board that at the last EDA meeting staff and the board reviewed and discussed the proposed draft covenants for the industrial parks and the EDA approved by consensus the draft version. The format changed slightly, but the content remained the same and was approved by city council. A final document was provided to the board and Mr. Hitchin informed that it will be filed with the city as a deed restriction. Mr. Reed made a motion to authorize an officer of the EDA to sign the final version. The motion was seconded by Ms. Radecke and passed by unanimous vote.

Receive update on Community Navigator Grant

Mr. Messenger gave a report on his activities as Small Business Specialist. The program has been active for 18 months and has exceeded all of the goals and benchmarks. As the Small Business Specialist, he met with 80 clients in the first year and has already met with 50 halfway into the second year. According to the data collected he noted that locally more women are looking to start a business which is in line with the national trend. He also reported that the monthly Coffee Chat event started with about 8-10 people and is now up to 20-25 people each month. Mr. Messenger will be departing at the end of June and the job description and application has been posted on the city's website.

Monthly Updates

- Downtown Redevelopment:
 - Grow Waynesboro- staff continues to have regular contact with the four GWMW winners. Each have been connected to a mentor who they are expected to meet with at least once a month. Grant recipients have to submit their spending plans by July 1, 2023.
- Tourism:
 - Ms. Duffy gave an update on tourism efforts. A monthly stats report was provided to the board prior to the meeting and Ms. Duffy gave a brief overview including advertising and marketing efforts, projects and grant updates. Ms. Duffy hosted five Canadian travel writers in May as part of a larger Shenandoah Valley fam tour and some stories and coverage have already started to come out. Additionally, she will be hosting writers and influencers later in June, July and in October.
- Industrial Properties:
 - Mr. Hitchin gave an update in the Southern Corridor Road. Construction bids have been received by VDOT and work is expected to begin in late summer. Staff is planning a ground breaking ceremony – most likely in August or September.

Other Business/Discussion

Mr. Hitchin shared that he has an opportunity to participate in a business attraction conference that limits attendance and matches attendees with companies and consultants looking for specific properties. At the conference staff would meet with 10-12 end users and/or consultants looking for sites like Natures Crossing. Staff are still reviewing budgets and available funds in this fiscal year and next fiscal year. Early discount registration ends in June and partial payment is required with registration. He requested that the EDA to consider up to \$3,000 from the available non-reserved fund to help with the register for this conference. The consensus of the board was that it was a good investment and approved the expense.

Mr. Hitchin added that at the end of the fiscal year, staff may have other expenses that will need to be recorded in the current fiscal year including one additional façade grant. Staff will communicate via email any additional payments made and they will be recorded on the next meeting dashboard.

Correspondence and Communication of the Chairman

The next regular EDA meeting is scheduled for July 14, 2023.

There being no other business to discuss, Ms. Arkward made a motion to adjourn. The motion was seconded by Ms. Radecke and passed by unanimous vote. The meeting was adjourned at 8:33 AM.

Respectfully submitted ___/___/_____

Certified as approved ___/___/_____

Stephanie Duffy
Recording Secretary

Gregory E. Hitchin
Secretary/Treasurer