

**Waynesboro Economic Development Authority
Minutes of the Regular Meeting
Friday, September 8, 2023**

Members Present: Ms. Brenda Arkward
Mr. Chris Ornelas
Ms. Chanda McGuffin
Mr. George Reed
Ms. Kelly Maggi (not voting)

Members Absent: Mr. Mark Snyder
Ms. Tami Radecke

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

Welcome

Mr. Reed called the meeting to order at 8:02 AM and thanked everyone for joining. He congratulated Ms. McGuffin and Ms. Maggi on their appointments and everyone introduced themselves.

Approval of Minutes

There being no changes to the minutes presented from the regular meeting on July 14, 2023, Ms. Arkward made a motion to approve the minutes as written. The motion was seconded by Ms. McGuffin and passed by unanimous vote with Ms. Maggi abstaining.

Financial Report

Mr. Hitchin gave a report on the financials for August and September.

For August, Mr. Hitchin thanked the board for their prompt response to a request to engage Chmura for an updated report. Staff engaged Chmura to complete the report and made a journal entry to move \$3,871 from unrestricted funds to the VMNH MWC & EI Report restricted funds budget line. Mr. Hitchin also called the boards attention to line 27 of the financial dashboard showing VMNH MWC & EI Report has a deficit. Staff has received a check from VMNH, but it was after July 31st so it was not reflected in the dashboard. There were seven checks to approve, totaling \$17,661.60, all from grant funded programs. The first check was in the amount of \$450 to Farmhaus for the coffee chat events for July and August as part of the Community Navigator Program. The second check, in the amount of \$1,000 was to Converge for professional services provided as part of the Community Navigator Program. The third check, in the amount of \$1,572.40 was to Augusta Sign for professional services provided as part of the Community Navigator Program. The fourth check was in the amount of \$842.50 to Wharton Aldhizer for professional services provided as part of the Community Navigator Program. The fifth check was to Lynchburg Fire Equipment in the amount of \$7,942.50 for Grow Waynesboro Main and Wayne. The sixth check was to the City of Waynesboro in the amount of \$1,209 for reimbursement of an Amazon purchase for Grow Waynesboro Main and Wayne. The seventh check was to Chmura in the amount of \$4,645.20 as the 30% deposit for the VMNH Economic Impact Study. There were also five debit charges, two totaling \$5.45 associated with the RLF auto payment fees and three charges totaling \$419.99 for Beerwerks postage.

For September, there were six checks to approve totaling \$20,613.16, all from grant funded programs. The first

check was to Talise Electrical in the amount of \$6,509.45 for Grow Waynesboro Main and Wayne. The second was to Print Source in the amount of \$64.91 for business cards associated with the Community Navigator Program. The third check was to Bookkeeping Management in the amount of \$1,000 for Professional Services provided as part of the Community Navigator Program. The fourth check was to the Greater August Regional Chamber of Commerce in the amount of \$200 for membership associated with the Community Navigator Program. The fifth check was to McGuireWoods in the amount of \$2,000 associated with the VMNH project. The sixth check was to Chmura in the amount of \$10,838.80 associated with the VMNH project. There were also eleven debit charges. There were two charges totaling \$5.45 associated with the RLF loan auto payment fees and one returned auto draft and fee. There were two charges totaling \$219.99 for Beerwerks postage. There were six charges totaling \$426.31 for supplies associated with the Southern Corridor ground breaking event from the industrial park marketing account. Finally, there was once charge for \$3,536.46 for Grow Waynesboro Main and Wayne. Ms. Arkward made a motion to approve the financial reports and checks as presented. The motion was seconded by Mr. Ornelas and passed by unanimous vote with Ms. Maggi abstaining.

Committee Reports

- **Handbook:** Updates to the EDA handbooks were provided to board members.
- **Loan:** Mr. Hitchin reported for the loan committee. A semiannual review of the loan program was provided to the board. There are currently seven loans outstanding totaling \$ 54,581.61.
Audit: Mr. Reed received the bank statements for September and signed off on the reconciliations.
- **Committee Assignments:** Mr. Hitchin reminded the board that each year after new members have been appointed, members and staff review the standing committees and assign members to serve on them. After some discussion among members Mr. Reed appointment Ms. McGuffin and himself to the loan committee; Ms. Maggi to the audit committee and Mr. Ornelas to the Tourism Advisory Committee (TAB). Additionally, Ms. Maggi will be invited to attend the September TAB meeting to see if it's something she would be interested in serving on.

Ratify agreement with Chmura Economics to update Economic Impact Study for VMNH Waynesboro Campus

Mr. Hitchin reported that on August 7th staff emailed members with a time sensitive matter that needed immediate attention. In order to enhance Waynesboro's position with state government on the proposed funding for the Waynesboro Campus of the VMNH, the city needed to have updated economic impact data. Staff contacted Chmura Economics who did the initial report in 2013, asking them to update the report. They were able to do so within three weeks of the approved SOW at a cost of \$15,584. VMNH has agreed to pay half and the city has agreed to pay a fourth, leaving one fourth or \$3,871 for the EDA. Staff proposed we sign the SOW and pay the EDA portion from available cash balance. There were no objections to the proposed plan and staff executed the agreement. Staff has since received the final report and updated the project briefing, a copy of which was provided to the board to keep. Ms. McGuffin made a motion to ratify the action of an officer of the EDA to execute the Chmura Economics agreement to update the Economic Impact study for the Waynesboro Campus of the Virginia Museum of Natural History. The motion was seconded by Ms. Arkward and passed by unanimous vote, with Ms. Maggi abstaining.

Monthly Updates

- **Downtown Redevelopment:** Mr. Hitchin reported that he had met with local and future General Assembly delegation which resulted in a meeting with the Governor's staff and representatives from the Finance and Education Committees in Richmond. During the meeting he made the case for how the

VMNH Waynesboro branch will be a catalyst for downtown and add to the area attractions, keeping people here longer, resulting in more overnight stays and tax revenue.

- **Tourism:** Ms. Duffy gave an update on tourism. A monthly stats report was provided to the board and Ms. Duffy gave a brief overview. Staff continues to work with travel writers and influencers with two visits in July and another planned for October. The Beerwerks passport program continues to be successful with over 8,200 passports redeemed to date. The tourism website refresh is underway and a home page design reveal will happen soon. She noted some recent openings including Happ Coffee Roasters and Waynesboro Music. She also shared information on a new downtown event – Bingo in the ‘Boro which will take place Friday, September 22nd.
- **Industrial Properties:** Mr. Hitchin thanked those who were able to attend the Southern Corridor ground breaking event. An updated sell sheet for the industrial properties was provided to the board.

Other Business/Discussion

Ms. McGuffin shared that the RISE Community Stakeholders Conference will be held on Saturday, September 23rd and she encouraged all to attend.

Correspondence and Communication of the Chairman

The next regular EDA meeting is scheduled for October 13, 2023.

There being no other business to discuss, Mr. Ornelas made a motion to adjourn. The motion was seconded by Ms. McGuffin and the meeting was adjourned at 9:07 AM.

Respectfully submitted ___/___/____

Certified as approved ___/___/____

Stephanie Duffy
Recording Secretary

Gregory E. Hitchin
Secretary/Treasurer