

**Waynesboro Economic Development Authority  
Minutes of the Regular Meeting  
Friday, January 13, 2023**

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

**Members Absent:** Mr. Chris Ornelas

**Others Present:** Mr. Greg Hitchin- Director of Economic Development & Tourism  
Ms. Stephanie Duffy- Project Manager, Economic Development & Tourism  
Mr. Jay Messenger- Small Business Specialist  
Mr. Jim Wood, City Councilman  
Mr. Kenny Lee, City Councilman

**Welcome**

Ms. Sullivan called the meeting to order at 8:00 AM and thanked everyone for joining, including Councilman Wood and Councilman Lee. She shared that staff has received and accepted the immediate resignation of Angie Bandy for personal reasons on January 9, 2023. Mr. Hitchin is working with the city attorney on timing for filling the vacancy. Ms. Bandy's term was set to expire August 31, 2023.

**Approval of Minutes**

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

**Financial Report**

Mr. Hitchin gave a report on the financials for December and January. For December, there were four debit card charges: two charges totaling \$217.99 for Beerwerks postage; and two charges totaling \$6.65 associated with the RLF automatic payment processing. There were six checks, totaling \$4,970. The first to Mountain Laurel Studio in the amount of \$800 for marketing materials associated with Grow Waynesboro; the second in the amount of \$280, also to Mountain Laurel for professional services associated with the Community Navigator Grant; the third check was to Farmhaus Coffee Co. in the amount of \$150 for a Community Navigator event; the fourth check was to Aquino Baron in the amount of \$2,150 for professional services associated with the Community Navigator Grant; the fifth check was to the Greater Augusta Regional Chamber of Commerce in the amount of \$450 for memberships associated with the Community Navigator Grant; and the sixth check was in to Converge Local in the amount of \$1,140 for a Waynesboro at Work blog associated with Grow Waynesboro.

For January, there were twelve debit card charges: three charges totaling \$417.99 for Beerwerks postage; one for \$36 for industrial park marketing and eight charges totaling \$196.51 associated with the RLF automatic payment processing and returned remittances. There were also two checks for January: the first to Mountain Laurel Studio in the amount of \$85 for Grow Waynesboro marketing; the second to Converge Local for \$1,000 for professional

services associated with the Community Navigator Grant. Mr. Snyder made a motion to approve the financial reports and checks as presented. The motion was seconded by Ms. Arkward and passed by unanimous vote.

### **Committee Reports**

- **Audit:** Ms. Sullivan reviewed the bank statements for December and January and signed off on the reconciliations. Ms. Sullivan asked for a volunteer to serve as the one-person Audit Committee to review the monthly financial documents, from now until new committee assignments are made in July. Mr. Reed volunteered to review the monthly financial reports.

### **Consideration of Common Wealth Crush Performance Agreement**

Mr. Hitchin gave an update on the Common Wealth Crush project. Common Wealth Crush (CWC) is a custom crush winery, processing grapes from independently owned vineyards throughout Virginia. CWC is a new business in Waynesboro, operating in approximately 17,000 square feet of the Virginia Metal Crafters (VMC) building. Since they use Virginia agriculture products in their process, they are eligible to apply for a Governor's Agriculture and Forestry Industries Development Fund (AFID) grant. AFID is a state discretionary incentive in which the City / EDA applies on behalf of the business and is the conduit for funds. The AFID program supports localities to attract new and expanding agriculture and forestry processing/value added facilities using Virginia-grown products. The business beneficiary must be a new business or existing business making new private investments and/or creating new jobs in the applicant locality for the purposes of adding value or further processing Virginia-grown agricultural or forestry products. Each grant requires a performance agreement with clawback provisions between the applicant and the business beneficiary detailing pledges for private investment, jobs and purchase of Virginia grown agriculture and forestry products. In early 2022, after consultation with the City Council and EDA, the city made application to the Commonwealth for a \$50,000 grant (\$25,000 from the Commonwealth and \$25,000 from the city over three years). Over the next three years, the company is committing to add value to more than \$1.1M of Virginia-grown grapes, invest more than \$1.5M, and hire six new employees, while helping numerous new grape growers and winemakers refine their craft and eventually start their own wineries. The city investment of \$25,000 will be a reimbursement of taxes and fees paid by CWC over the next three years. In October of 2022, the Governor announced the award of the grant. Board members were provided a copy of the drafted performance agreement prior to the meeting for review. After a brief discussion, Mr. Snyder made a motion to approve the performance agreement and authorize the Chair to sign on behalf of the EDA. Ms. Radecke seconded the motion and it passed by unanimous vote.

### **Grant Updates**

- IRF- Mr. Hitchin gave an update on the IRF grant. The city applied for two grants, \$4.6M for 320 West Main Street and \$400K for 411 West Main Street. The city was successful in obtaining the grant for 411 West Main Street. Over the next few weeks staff will be working with DHCD to finalize the MOU; and then the agreement with the property owner. Mr. Hitchin asked the board to authorize an officer of the EDA to sign the MOU and agreement. Ms. Arkward made a motion to authorize an officer of the EDA to sign MOU with DHCD and agreement with the property owner after review with attorney. The motion was seconded by Mr. Reed and passed by unanimous vote.
- VEDP- Mr. Hitchin also gave an update on VBRSP grant. The city applied for \$7.8M for water and sewer infrastructure for Nature's Crossing Technology Center through the VBRSP program. Staff has been

informed that the city has been awarded funds but the amount has not been released. Staff will be working with VEDP over the next few weeks to finalize the agreement.

### **Monthly Updates**

- Downtown Redevelopment
  - VMNH- Mr. Hitchin shared that the project is listed in the capital outlay budget but with no funding for this budget cycle. This is not unusual, but will delay the opening to 2026.
  - Grow Waynesboro Main & Wayne- Mr. Hitchin updated the board on the Grow Waynesboro Main & Wayne program. As detailed in the November 10, 2022 meeting, the city was successful in obtaining the DHCD CBL grant for \$45,000. These funds, along with matching funds from the City and EDA are implementing the Grow Waynesboro Main & Wayne program which consists of an 8-week business training course and pitch night program. The online interest form has been available since the end of December and we have received almost thirty submissions. All business types are invited to participate in the free business planning class; up to eight businesses will be selected to participate in pitch night, held on April 17, 2023 to win a total of \$48,000 in startup grant funds. To qualify for pitch night, a business must commit to open a store front business in the downtown historic district, no later than September 30, 2023. Staff held a Q&A session on January 5, 2023 and had fifteen people in attendance. Three banks have (or are making) investments into the program; F&M, First Bank and Trust, and Atlantic Union. Other banks and businesses have been invited to participate, but to date there have not been any additional commitments. Staff has assembled a panel of judges, including Ms. Radecke and Ms. Arkward from the EDA, two entrepreneurs from the Waynesboro community, and one commercial banker. As part of the program, participants are required to sign two MOUs to make sure they fully understand the program. The first is a one-page MOU that outlines the program, what the requirements are and what is expected of them. The second, is for the grant recipients, which is much more detailed and outlines what the grant can be used for, how it is paid, and what is required of them long-term. Mr. Hitchin asked the EDA to allow him to sign these on behalf of the EDA to expedite the process after the grants are awarded on April 17, 2023. Ms. Radecke made a motion to authorize the Secretary Treasurer to sign and customize the MOU on behalf of the EDA with each winner of the Grow Waynesboro pitch night. The motion was seconded by Mr. Snyder and passed by unanimous vote. Additionally, classes will be held at Fishburne Military School. Fishburne requires a signed facility agreement which was provided to the board for review. Mr. Snyder made a motion to approve the agreement and authorize the Chair to sign on behalf of the EDA. Mr. Reed seconded the motion and it passed by unanimous vote.
  - Tourism- Ms. Duffy gave a quick update on tourism. She is working through the various tourism grants including the \$40,000 in ARPA funds as well as another VTC co-cop for a digital marketing campaign. She shared that the Shenandoah Beerwerks Trail had another successful year and just held their retreat to plan for 2023. In 2022, 1,295 passports were redeemed which equates to 10,281 brewery visits. Since its launch in 2017, 7,448 passports have been redeemed which

equates to over 52,000 brewery visits. The 2023 t-shirt is green and launches in February. Ms. Radecke asked about the Rockfish Gap Tourist Information Center (TIC). Mr. Hitchin reported that the TIC is closed for the season and staff is not sure what will happen in spring. There is no sewer at the location where the trailer is so there is no water. The sewage uses an open lagoon which has been shut down by the DEQ. Portable toilets were used in 2022 as they have been used in the past but staff and EDA agree that it is not a good look for Waynesboro. With visitation declining and volunteers declining, closing for the winter was the best option. EDA members asked about moving the TIC and Mr. Hitchin said that it becomes a budget issue. The current location is in Augusta County. The county applied for an EDA Planning Grant which they did not get. The county has also applied for an IRF Planning Grant which is still under review. As a reminder, the TIC used to be a regional TIC, jointly funded by Augusta County. The county stopped funding the TIC over a decade ago so it is fully-funded by the City of Waynesboro. Staff preference would be to relocate the TIC into the city, on the east-end, between the county line and Delphine Ave.

- Industrial Properties- Mr. Hitchin gave an update on the industrial properties. Construction for the road is on target to start summer 2023, with a 2-year timeline for completion. Staff is investigating retaining an appraiser for the industrial park as well as the VMNH lot. Funds for an appraiser would come from the industrial park reserve account.

**Other Business/Discussion**

Mr. Hitchin reminded the board that they should have received an e-mail from Julia Bortle about completing their State Annual Financial Disclosure Form. If you did not get the e-mail, please let staff know, it is due January 31, 2023. Mr. Hitchin also shared the Economic Development Public Policy for State Government. This will be shared via e-mail next week. At a glance, the Governor is proposing even more funding for site development as well as some restructuring some of the workforce development initiatives.

**Correspondence and Communication of the Chairman**

The next regular EDA meeting is scheduled for February 10, 2023.

Pitch Night will be held on April 17, 2023, all EDA members are invited.

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

Respectfully submitted \_\_\_/\_\_\_/\_\_\_\_

Certified as approved \_\_\_/\_\_\_/\_\_\_\_

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Stephanie Duffy  
Recording Secretary

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Gregory E. Hitchin  
Secretary/Treasurer