

**Waynesboro Economic Development Authority
Minutes of the Regular Meeting
Friday, July 14, 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. Kenny Lee- Waynesboro City Councilman

Welcome

Mr. Reed called the meeting to order at 8:02 AM and thanked everyone for joining.

Approval of Minutes

There being no changes to the minutes presented from the regular meeting on June 9, 2023, 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 July. There were four checks to approve totaling \$32,683.90: \$571.40 from grant funded programs, \$2,112.50 for a façade grant reimbursement, and two RLF loans totaling \$30,000. The first check was to Jay Messenger in the amount of \$571.40 as payment for the last, partial month of work for the Community Navigator Grant. The second check was to adorn boutique in the amount of \$2,112.50 for a façade reimbursement for 141 N. Wayne Ave. Staff has submitted an invoice to city for the EDA to be reimbursed for this façade grant. The third and fourth checks were both EDA RLF checks for \$15,000 each to Happ Café, LLC, and Waynesboro Music, LLC. There were also nine debit card charges: four totaling \$93.53 for loan auto payment fees and one returned auto draft and fee, three totaling \$419.99 for Beerwerks postage, one for \$24.77 as part of the Grow Waynesboro marketing, and one for \$1,836.43 Grow Waynesboro Main & Wayne grant recipient purchase. Mr. Snyder 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

- **Loan:** Mr. Hitchin reported for the loan committee. The committee met via zoom on June 30, 2023 with Mr. Reed, Ms. Sullivan, and Mr. Hitchin present (Ms. Froehlich provided comments via email ahead of time), to consider two applications; Happ Café, LLC and Waynesboro Music, LLC. After discussion, both applications were approved unanimously. Mr. Hitchin also reported that one member of the committee has moved their business out of downtown and has been unresponsive to meeting requests. Staff would like to the board to consider Patt Eagan from Common Wealth Crush to serve as the fifth member of the committee. EDA members serving on the committee can be evaluated after September 1st when

potential new members are appointed. Mr. Snyder made a motion to appoint Patt Eagan to the EDA loan review committee. The motion was seconded by Mr. Ornelas and passed by unanimous vote.

- **Nominating:** Mr. Reed reported on behalf of the nominating committee. He reported that Ms. McGuffin has expressed interest in continuing to serve on the EDA Board and the committee has also reviewed Ms. Erica Sayer's previous application. The nominating committee nominated both applicants to be recommended for appointment by City Council. Mr. Hitchin confirmed that the Clerk of Council was aware of the will of the board.
- **Audit:** Mr. Reed reviewed the bank statements for July and signed off on the reconciliations.

Ratify engagement letter with McGuireWoods Consulting, LLC (MWC) and agreement with VMNH

Mr. Hitchin reported that on July 3, 2023, staff emailed members details about the possibility of retaining a consultant to develop a government relations strategy and to engage state government officials to keep the Waynesboro Campus of the Virginia Museum of Natural History and need for construction funds top of mind as the FY 25 state budget starts to get assembled. This is a time sensitive issue, as the budget process has started. Staff has been working with city management, VMNH, and legal counsel to facilitate the engagement and agreement. The VMNH Foundation Board has agreed to cover all costs of the consultant. The EDA will be the client and fiscal agent, and have no expense. McGuireWoods Consulting has extensive background and experience with the VMNH project as the city retained them previously. Based on their background and no objections from the members, the EDA has retained McGuireWoods Consulting. The final MOU with the VMNH and engagement letter were provided to the board ahead of the meeting. Ms. Radecke made a motion to ratify the engagement letter and agreement as presented. Ms. Arkward seconded the motion and it passed by unanimous vote.

Monthly Updates

- Downtown Redevelopment:
- 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. Ms. Duffy shared that the Visit Waynesboro TikTok account has been disabled due to the Governor's orders. She is working with a few travel writers and influencers – Genya Kalinina is in town and will be posting about Waynesboro on the Best of Roanoke Instagram account and Bruce & Elaine Ingram are coming later in July to do a story for American Fly-Fishing Magazine and a review for Blue Ridge Country. The Beerwerks passport program continues to be successful with almost 8,000 passports redeemed to date, 45% of which have come from out of state. The digital visitors guide and street arts trail rack card have both been updated, BOOST tourism grant applications have been released for marketing events and initiatives that bring people to Waynesboro from outside a 50-mile radius. The Rockfish Gap TIC has been permanently closed. Ms. Duffy helped see a bus tour to the VMNH off this month and Ms. Arkward was one of the attendees. She gave a brief description of the museum and her experience. Ms. Duffy also shared that Common Wealth Crush Tasting Room is now open as well as Patina Italian inspired restaurant and SUP Shenandoah is now offering stand-up paddleboarding on the South River.
- Industrial Properties:

- Mr. Hitchin reported that the Southern Corridor Road project is moving ahead and a ground-breaking ceremony will take place in August or September.

Other Business/Discussion

Correspondence and Communication of the Chairman

The next regular EDA meeting is scheduled for August 11, 2023.

There being no other business to discuss, the meeting was adjourned at 8:27 AM.

Respectfully submitted ___/___/____

Certified as approved ___/___/____

Stephanie Duffy
Recording Secretary

Gregory E. Hitchin
Secretary/Treasurer