

**Waynesboro Economic Development Authority
Minutes of the Regular Meeting
Friday, March 8, 2024**

Members Present: Ms. Brenda Arkward
Mr. Chris Ornelas
Mr. George Reed
Mr. Mark Snyder

Members Absent: Ms. Radecke
Ms. McGuffin
Ms. Maggi

Others Present: Mr. Greg Hitchin- Director of Economic Development & Tourism
Ms. Stephanie Duffy- Project Manager, Economic Development & Tourism
Ms. Emily Tomlin- Administrative Assistant, Economic Development & Tourism

Welcome

Mr. Reed 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 January 12, 2024, Mr. Snyder 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 reported on the financials for February and March. For February, a dashboard was provided, showing details of ten debit card transactions totaling \$664.59. There were fourteen checks totaling \$28,210.73 to approve, all from budgeted/restricted accounts: VMNH Consultant \$2,000; Community Navigator Grant \$5,406.97; Grow Waynesboro \$2,532; Resurgence Grant 2 \$2,541.68; Northrup Grumman Groundbreaking \$4,658.96 and Industrial Park \$11,071.12.

For March, a dashboard was provided showing details of eleven debit card transactions totaling \$2,717.76. Mr. Hitchin noted that there were unauthorized charges from a vendor that will be handled in March. There were ten checks totaling \$16,564.02 to approve, all from budgeted/restricted accounts: VMNH Consultant \$3,000; Community Navigator Grant \$4,447.14; Grow Waynesboro \$3,566.46; Resurgence Grant 2 \$5,550.42.

Mr. Ornelas made a motion to approve the financial reports and checks as presented. The motion was seconded by Mr. Snyder and passed by unanimous vote.

Committee Reports

Audit: Mr. Ornelas received the bank statements for March and signed off on the reconciliations.

Grant Updates

Mr. Hitchin provided an update regarding three grant programs.

Community Navigator: This program had a budget of \$100,000, which was 100% grant-funded. Through the two-year program, the Department of Economic Development and Tourism was able to hire a Small Business Specialist to be active in the small business environment and provide small grants to assist businesses with items of need. 53% of the grant was used to pay staff and 38% was used to support businesses with individual grants. Of the grants, 64% were for

marketing, which included a variety of items from signs to websites.

Grow Waynesboro Main & Wayne: This program had a budget of \$64,500, with 67% being grant funded and 13% being sponsor donations. This was a one-year program to find, train, and fund entrepreneurs. 80% of the budget went directly to assisting entrepreneurs with business startup expenses.

Resurgence Grant 2: This program had a budget of \$124,000, 81% of which was grant funded. This is an ongoing program that will end in September 2024. This program offers assistance to small businesses located in two census tracts via three competitive grants: Business Assistance, Façade Design, and Façade Improvements. In December, four Façade Design grants were awarded out of 10 applications. Also in December, seven Business Assistance grants were awarded out of 34 applications.

Over the last two years, through these three programs, \$193,000 has been invested directly into small businesses mostly in the downtown area.

Monthly Updates

- **Downtown:** Ms. Duffy shared that Valley Women’s Weekend would take place on March 8, 2024 in downtown Waynesboro. This event is in honor of International Women’s Day with the goal to support woman-owned small businesses. Other events happening in downtown Waynesboro include Tour the Town which will be on May 29, 2024. For this event, participants receive a passport that gives them exclusive deals at retail shops, food and drink samples from participating restaurants, and more. Passports are available to buy online and are \$40. Waynesboro’s 2nd annual Hiker Fest will be on June 8, 2024. Vendor applications are available as are sponsorship opportunities. This event will include live music from HOBOTAC, Who Shot John, and The Wilson Springs Hotel as well as vendors that specialize in all things hiking and a free breakfast provided by The Russell Museum the morning of the event for hikers.
- **Tourism:** Ms. Duffy shared that staff are applying for two VTC grants that would allow Waynesboro to get an updated visitor guide and develop a new Street Arts Trail App to replace the Traipse App that unfortunately no longer exists. The Tourism ARPA reimbursement documents and reports have been submitted and approved so that grant is officially closed out. The Tourism website refresh is still moving forward as planned and will launch in the next few months.
- **Industrial Properties:** There were no industrial property updates at this time.

Correspondence and Communication of the Chairman

The next regular EDA meeting is scheduled for April 12, 2024.

There being no other business to discuss, Mr. Snyder made a motion to adjourn. The motion was seconded by Ms. Arkward and the meeting was adjourned at 8:22 AM.

Respectfully submitted 04/12/24


Emily Tomlin
Acting Recording Secretary

Certified as approved 4/12/24


Gregory E. Hitchin
Secretary/Treasurer