

**Waynesboro Economic Development Authority
Minutes of the Regular Meeting
Friday, May 10, 2024**

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

Members Absent: Ms. Tami Radecke
Ms. Chanda McGuffin

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 April 12, 2024, Mr. Snyder made a motion to approve the minutes as written. The motion was seconded by Ms. Maggi and passed by unanimous vote.

Financial Report

Mr. Hitchin reported on the financials for March. A dashboard was provided, showing details of the debit card transactions totaling \$1,038.89. There were seven checks totaling \$26,425.34 to approve, all from budgeted/restricted accounts: Industrial Park Development, \$6,225; Resurgence Grant 2, \$13,500; VMNH Consultant, \$3,000; and Grow Waynesboro/Community Navigator, \$3,700.34. Mr. Hitchin also reported that two annual incentive reimbursement checks were received: one for Common Wealth Crush in the amount of \$8,755.38 and Waynesboro Marketplace in the amount of \$62,524.03. Both of these payments are reimbursements of taxes or fees paid to the city as per their performance agreements and invoices have been sent to the city for the two incentive reimbursements. Mr. Snyder made a motion to approve the financial report and checks as presented. The motion was seconded by Mr. Ornelas and passed by unanimous vote.

Committee Reports

Audit: Ms. Maggi received the bank statements for May and signed off on the reconciliations.

Nominating: Mr. Reed gave a report from the nominating committee. The committee nominated Mr. Ornelas as the Chairman and Ms. Arkward as the Vice Chair for the fiscal year beginning July 1, 2024. There were no nominations from the floor so Ms. Maggi made a motion to elect the slate of officers as presented by the nominating committee. Mr. Snyder seconded the motion and it passed by unanimous vote. Mr. Snyder made a motion authorizing a change in bank draft signatories to any two, Mr. Ornelas, Ms. Arkward, or Mr. Hitchin. The motion was seconded by Ms. Maggi and passed by unanimous vote.

Establish Ad HOC Committee- Strategic Plan Advisory Task Force

Mr. Reed appointed an ad hoc committee to assist staff with developing a 2025 economic development strategic plan. The committee consists of the following;

- Greg Hitchin- Chair- EDT
- Stephanie Duffy- EDT
- Mark Snyder- EDA
- Kelly Maggi- EDA
- Mike Hamp- City Management
- George Reed- At Large
- Erica Sayer- At Large
- Piper Groves- At Large
- Nigel Stewart- At Large
- City Council 1- pending appointment
- City Council 2- pending appointment

Receive written report from consultant on state funding efforts (2023/2024) for the Waynesboro Campus of VMNH

McGuire Woods provided a written report regarding services provided during the 2024 general assembly. The key details of the report are as listed;

- The VMNH foundation board covered the cost of the lobbying and advisory services.
- Consideration is being given to using McGuire Woods services during the 2025 general assembly.
- The governor's proposed FY24-26 budget did not include the VMNH project.
- Delegates Campbell and Head provided impactful and continued support regarding the VMNH project.
- The project is still ongoing thanks to previously obtained funds.

Monthly Updates

Downtown: Ms. Duffy provided an update regarding events in downtown Waynesboro. Tour the Town will be held on Wednesday, May 29th from noon to 8 pm and is a DORA event. 22 restaurants, shops, galleries, and museums are participating this year. Hiker Fest will be held on June 8th from 11 am-8 pm. It is a free event featuring vendors, live music, yoga, and more. The live music will feature Hobojac, Who Shot John, and the Wilson Springs Hotel. Complimentary breakfast will be provided for any AT hikers.

Grow Waynesboro Main & Wayne Updates: Ms. Duffy provided an update regarding the finalists of the Grow Waynesboro Main & Wayne program.

- Katie Harris of Adorn has reported that business has been very strong. She has developed a large loyal group of regular customers many of whom travel from outside of Waynesboro to come and shop at her store. She is actively seeking gaps in the services offered here in Waynesboro and looking for ways to provide access to these services in her shop. In her initial 7 months of business, her sales revenue has reached \$106,640 and she has invested roughly \$58,000 in her business.
- Elizabeth Easter, owner of Crack O' Dawn, has reported that business is great and continues to grow. Her average revenue is about 15k-16k per month in gross sales, she has invested \$30,000 in her business to date, and 3 full-time equivalent jobs have been created with an average wage of \$18/hr.

- Heather Riggleman of Revival Décor and Design entered into SCCF's Capacitor Incubator Program and meets with a business coach/mentor weekly. She signed a lease starting May 1st for the former Magnolia Rose storefront on Main Street. She is on track to do about \$450-\$650k in annual sales and has invested \$65,000-\$80,000 in her business so far.
- Devaughn Evans, owner of Band of Barbers, started classes in February.

Tourism: Ms. Duffy gave an update on tourism efforts. Waynesboro Department of Tourism applied for a DMO Grant for the Street Arts program and the Visit Widget App and were successful in receiving \$16,000 in funding. The launch of the new Waynesboro tourism website along with staff training for the new site will occur in the next few weeks. Waynesboro is once again participating in the VA Association of Destination Marketing Organizations Sales Blitz. Visitor guides, profile sheets, and Waynesboro merch were sent out to be shared with AAA/Tour Operator offices in Pennsylvania, New Jersey, North & South Carolina, Kentucky, and Ohio. Teams will share information on each destination participating. The Shenandoah Valley Tourism Partnership is losing its marketing agency on July 1 and is thus looking for a new marketing agency. They have contracted a consultant to help with some strategic planning. Virginia Living Magazine has released its best in the Blue Ridge and Waynesboro had a lot of winners including Basic City Beer for best brewery, Fall Foliage Art Show for art event, and also included was an article on Boutique in the Boro.

Industrial Properties: Mr. Hitchin provided an update that work on the southern corridor road continues to progress.

Correspondence and Communication of the Chairman

The next regular EDA meeting is scheduled for June 14, 2024.

Closed Meeting

At 8:30 AM Mr. Ornelas asked the board to consider holding a closed meeting under Section 2.2-3711(a)(5) of the Freedom of Information Act, Code of Virginia, 1950, as amended, regarding discussion concerning a prospective business or industry or the expansion of an existing business or industry where no previous announcement has been made of the business' or industry's interest in locating or expanding its facilities in the community.

Ms. Tomlin took a roll call vote as follows:

Ms. Brenda Arkward	aye
Ms. Kelly Maggi	aye
Mr. Mark Snyder	aye
Mr. Chris Ornelas	aye
Mr. George Reed	aye

At 8:44 AM Mr. Snyder made a motion to end the closed session WHEREAS, the Economic Development Authority of Waynesboro has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and WHEREAS, Section 2.2-3712 of the Code of Virginia requires a certification by the Economic Development Authority that such closed meeting was conducted in conformity with Virginia law; NOW, THEREFORE, BE IT RESOLVED, that the Economic Development Authority of Waynesboro hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting

to which this certification resolution applies, and (ii) only such business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the Economic Development Authority of Waynesboro.

Ms. Tomlin took a roll call vote as follows:

Ms. Brenda Arkward	aye
Ms. Kelly Maggi	aye
Mr. Mark Snyder	aye
Mr. Chris Ornelas	aye
Mr. George Reed	aye

There being no other business to discuss, the meeting was adjourned at 8:47 AM.

Respectfully submitted 06/14/24

Emily Tomlin

Emily Tomlin
Acting Recording Secretary

Certified as approved 6/14/24

Gregory E. Hitchin

Gregory E. Hitchin
Secretary/Treasurer