

**Waynesboro Economic Development Authority
Minutes of the Regular Meeting
Friday, August 9, 2024**

Members Present: Ms. Brenda Arkward
Mr. George Reed
Ms. Kelly Maggi
Ms. Tami Radecke
Ms. Chanda McGuffin

Members Absent: Mr. Mark Snyder
Mr. Chris Ornelas

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

Welcome

Ms. Arkward called the meeting to order at 8:03 AM and thanked everyone for joining.

Approval of Minutes

There being no changes to the minutes presented from the regular meeting on June 14, 2024, Mr. Reed made a motion to approve the minutes as written. The motion was seconded by Ms. Radecke and passed by unanimous vote.

Financial Report

Mr. Hitchin reported on the financials for July and August. For July, a dashboard was provided showing details of four debit card transactions totaling \$75.59. There were six checks totaling \$22,217.23 to approve from budgeted/restricted accounts: Industrial Park Development, \$7,925; Grow Waynesboro Main & Wayne, 1,417.23; and Resurgence Grant 2, \$12,875.

For August, a dashboard was provided showing details of the five debit card transactions totaling \$425.59. There was one check to approve from budgeted/restricted accounts: Virginia Panel Corporation; \$4,000 per the approved performance agreement.

Ms. Radecke made a motion to approve the financial reports and checks as presented. The motion was seconded by Ms. Maggi and passed by unanimous vote.

Mr. Hitchin provided an update regarding QuickBooks. The desktop version of QuickBooks is being phased out and all accounts are being transitioned to the online version. QuickBooks has offered a substantial discount for the first year of the online version. Staff is looking to make the transition soon, potentially in August. Since the transition involves merging two files and setting up one account with multiple 'funds' within the single account, staff are considering getting assistance from our auditing/accounting firm. Staff has a preliminary estimate that their services will be in the \$1,500 range, but have yet to have an introductory meeting to determine the scope of work. Staff is asking for input and authorization to meet with the accounting firm and if an acceptable SOW is

reached, execute the agreement. Staff may also consolidate the two bank checking accounts into one. Should an acceptable scope of work for \$2,000 or less to assist staff in the transition of QuickBooks Desktop to QuickBooks Online be agreed to, Ms. Maggi made a motion to authorize the treasurer to enter into an agreement with Brown, Edwards & Company, LLP, to complete said work. The motion was seconded by Ms. McGuffin and passed by unanimous vote.

Committee Reports

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

Nominating Committee Update

Mr. Reed provided an update from the nominating committee. Local manufacturers were contacted in hopes of finding a mid to senior-level manager who lived in the city limits but none reported a candidate. Three solid candidates have been found. They represent large employer, higher education, and commercial banking. Staff is in contact with the city council nominating committee and the city council will appoint two new members on August 26th.

Strategic Plan Update

Mr. Hitchin provided an update regarding the strategic plan process. Ten in-person stakeholder input sessions have been completed. The online survey will remain open until Monday, August 18th. The information from the in-person meetings and online survey will then be compiled for review. The next steps will be for staff to review all the input and develop goals and some strategies to review with the Advisory Task Force in October/November.

Loan Fund Six-Month Report

Ms. Duffy gave an update on the RLF loans. To date, the EDA is currently managing seven active loans. As of July 1, 2024, 29 businesses have been assisted with loans and \$303,000 has been loaned. Additionally, Ms. Duffy reported on three accounts that were 90 days+ past due. After some discussion, the board directed staff to schedule a meeting to talk with the loan recipients and get a better understanding of their situation before taking further action. Staff will provide an update at the next EDA meeting.

Mr. Hitchin shared that the USDA Virginia State Office will be doing a story about the RLF program. They will be spending the day in Waynesboro on August 21st and meeting with eight of the current and previous loan participants. Mr. Reed has been asked to represent the EDA as he has been a part of the loan program for most of his EDA tenure.

Consider a resolution to authorize an officer to execute an MOU and disperse funds

In June, staff received notice of a DHCD \$15,000 competitive grant award to promote a street arts festival in 2025. Staff received the MOU from DHCD and in order to facilitate the receipt of the grant funds, executed the MOU. Ms. Radecke made a motion to ratify the action of an officer of the EDA to execute the DHCD MOU and accept and disperse funds per the agreement. The motion was seconded by Mr. Reed and passed by unanimous vote.

Monthly Updates

Downtown Redevelopment: There were no downtown redevelopment updates at this time.

Tourism: Ms. Duffy gave an update on tourism in Waynesboro.

She reported that Sunset Park had over 14,000 cars visit in July. The governor recently announced tourism spending numbers for 2023- tourism generated \$33.3 billion in visitor spending in Virginia, marking a nearly 10% increase over 2022. Travelers spent \$91 million a day in Virginia in 2023 and overnight visitation increased by 1.4 million visitors, essentially reaching full recovery to pre-pandemic levels. Direct travel employment has not fully recovered, it's at 93% of pre-pandemic employment levels. All 5 categories of spending, recreation, transportation, lodging, retail, and food and beverage, have now fully recovered to pre-pandemic levels and beyond. The tourism website has launched and final tweaks are being made, she asked the board to review the website when they were able and provide any feedback. The first draft of the visitor guide has been completed and edits have been made. The final visitor guide should be ready by September. There will also be a companion piece showcasing Downtown Waynesboro and the Rockfish Gateway. The development of an app for Waynesboro has been slow due to IT and Apple complications. The plan is to have multiple trails on the app including the Street Arts Trail as well as trails in the Rockfish Gateway, City Parks, and Port Republic Neighborhood. The Street Arts Festival will return on May 17th, 2025 with three 3 new murals being added to downtown. There were seven applications for the BOOST Tourism grant all of whom received some or all funding. VTC Microbusinesses Marketing Leverage program closes on August 22nd. The grant is for small tourism-related businesses with 20 or fewer full-time equivalent employees.

Industrial Properties: Mr. Hitchin shared that the industrial park did not receive state funds in this latest round but Nature's Crossing Technology Center remains a high priority for City Council and alternative funding is being considered.

Correspondence and Communication of the Chairman

The next regular EDA meeting is scheduled for September 13, 2024.

Closed Meeting

At 8:47 AM, Ms. Arkward 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
Ms. Tami Radecke	aye
Ms. Chanda McGuffin	aye
Mr. George Reed	aye

At 8:55 AM, Ms. Radecke 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
Ms. Tami Radecke	aye
Ms. Chanda McGuffin	aye
Mr. George Reed	aye

There being no other business to discuss, the meeting was adjourned at 8:56 AM.

Respectfully submitted 10/11/24

Emily Tomlin
Emily Tomlin
Acting Recording Secretary

Certified as approved 10/11/24

Gregory E. Hitchin
Gregory E. Hitchin
Secretary/Treasurer