

**Waynesboro Economic Development Authority  
Minutes of the Regular Meeting  
Friday, October 11, 2024**

**Members Present:** Ms. Brenda Arkward  
Ms. Kelly Maggi  
Ms. Crystal Farmer  
Ms. Chanda McGuffin  
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**

Mr. Ornelas 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 August 9, 2024, Ms. Farmer made a motion to approve the minutes as written. The motion was seconded by Mr. Snyder and passed by unanimous vote.

**Financial Report**

Mr. Hitchin reported on the financials for September and October. For September, a dashboard was provided showing details of eight debit card transactions totaling \$1,405.71 including a chargeback from a loan payment that has since been repaid including the banking fee. There were seven checks totaling \$35,668.88 to approve all from reserve accounts: Resurgence Grant 2, \$27,118.88, and Industrial Park Development, \$8,550 which has been reimbursed from the city.

For October, a dashboard was provided showing details of four debit card transactions totaling \$225.59. There were six checks to approve from budgeted/restricted accounts: from the operating budget, \$1,100 for a survey on Afton Mountain, and \$4,000 for a landscaping grant awarded to Kline's Espresso Bar, which will be reimbursed by the city; from reserve accounts: Grow Waynesboro, \$500 and Resurgence Grant 2, \$10,750.

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.

Mr. Hitchin provided an update regarding QuickBooks. As discussed in the August meeting, staff has been exploring converting from QuickBooks Desktop to QuickBooks Online for some time. Based on several factors, staff recommended the change be made in September. Staff also discussed the possibility of engaging an auditing firm to assist for a small fee. After discussing the possibility of this with the auditing firm and exploring QuickBooks resources, the staff elected not to engage the auditing firm and set up QuickBooks online themselves. Staff completed the conversion and have set up the accounting categories to track expenses. The second "RLF" checking account with First Bank has been closed and the funds have been transferred into the operating account.

Regarding the RLF auto draft repayments, staff converted from the ACH draft to a QuickBooks invoice in October. The ACH draft charged a flat monthly fee and a per transaction fee; QuickBooks invoices, charge a “%” fee, but other than the time it takes to send the invoice, staff time is greatly reduced.

### **Committee Reports**

**Loan:** Mr. Hitchin provided an update regarding the loan committee. The committee is currently reviewing one application. Since there was no EDA meeting in September to appoint a new member to the committee George Reed was asked to continue serving on the loan committee for this application.

**Audit:** Ms. Maggi received the bank statements for September and October and signed off on the reconciliations.

### **Staff Update on Delinquent Accounts**

Mr. Hitchin and Ms. Duffy provided an update regarding delinquent Grow Loans. In the August meeting, staff was directed to contact the three loan recipients with a 90 or more-day delinquency. All recipients have been contacted and are experiencing different difficult situations but pledged to pay back the amount owed. After a detailed discussion about each situation, Ms. Arkward made a motion to forgive the amount owed by H&C Tree Service (\$7,180.08). The motion was seconded by Mr. Snyder and passed by unanimous vote. Staff will contact the remaining loan recipients and establish a regular repayment amount until the loan is paid off.

### **Establish Committee Members for FY25**

Mr. Hitchin reminded the board that each year after new members have been appointed, members and staff review the standing committees and assign members to serve on them. After some discussion among members Mr. Ornelas appointed Ms. Maggi to the loan committee and Ms. Farmer to the audit committee.

### **Monthly Updates**

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

**Tourism:** Ms. Duffy gave an update on tourism in Waynesboro. The Waynesboro app has launched and is available to download. The new Waynesboro Visitors Guide is in its final stage of review and should be ready to print in the coming weeks. The downtown companion piece to the visitors guide has been printed and is being distributed. Planning is underway for the Tourism Ambassador Program and a Tourism Tradeshow. Waynesboro was part of 32 other destinations that participated in the VADMO sales mission which consisted of 4 traveling teams with 104 sales calls to AAA offices and tour operators in PA, NJ, NC, SC, OH, & WV. Ms. Duffy represented Waynesboro at the MATPRA Media Marketplace event which hosted 54 travel writers, influencers, and content creators, several of whom have expressed an interest in visiting Waynesboro. Staff was able to use Arrivalist software to receive a DMO grant which will fund the marketing campaign for ‘Waynesboro’s Art Doesn’t Just Hang in Galleries’. The Community Vitality Grant is being used to fund the Street Arts Festival for 2025. Waynesboro was one of 10 communities to be awarded the DRIVE Tourism+ grant. Staff applied for a Microbusiness grant for ‘Rockfish Gateway: All Trails Lead to Fun’ and should find out if they will be awarded the grant by the end of October. Staff is also participating in a Social Media Co-op where they will receive a 50% reimbursement from VTC. Several new and exciting things are happening in Waynesboro including; the Fall Foliage Festival on October 12<sup>th</sup>-13<sup>th</sup>, the VA Street Arts Festival on May 17, 2025, A Holiday Event on November 30, 2024, and Wine Over Waynesboro on November 16, 2024. Waynesboro awarded BOOST grants to seven applicants. The VTC is rolling out new marketing using a hub and spoke model to represent various areas of the state. The VA portion of the Blue Ridge Parkway is open as of today from MM 0 to 198.

**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 November 8, 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 ended at 8:53 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