

**Waynesboro Economic Development Authority
Minutes of the Regular Meeting
Friday, December 13, 2024**

Members Present: Ms. Brenda Arkward
Ms. Kelly Maggi
Ms. Chanda McGuffin
Mr. Mark Snyder
Mr. Chris Ornelas
Ms. Jackie Kurtz

Members Absent: Ms. Crystal Farmer

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

Welcome

Mr. Ornelas called the meeting to order at 8:00 AM and thanked everyone for joining. The newest member, Jackie Kurtz, gave a brief description of herself then each member introduced themselves.

Approval of Minutes

There being no changes to the minutes presented from the regular meeting on October 11, 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 November and December. For November, a dashboard was provided showing details of five debit card transactions totaling \$241.41. There were four checks totaling \$18,981.65 to approve, all from reserve accounts: Resurgence Grant 2, \$8,059.50; Façade Grant, \$5,000; and Industrial Park Development, \$5,922.15.

For December, a dashboard was provided showing details of nine debit card transactions totaling \$667.33. There were three checks totaling \$17,755 to approve all from reserve accounts: Grow Waynesboro, Waynesboro at Work, \$1,140; Resurgence Grant 2, \$16,615. This completes the Resurgence Grant program.

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.

Committee Reports

Audit: Ms. Farmer received the bank statements for November and December and signed off on the reconciliations.

Update on Industrial Parks Engineering RFP

Mr. Hitchin provided an update regarding the industrial parks. Economic Development staff issued an RFP for additional engineering work for the two industrial parks. Proposals were due on December 12, 2024. A proposal

review committee consisting of Mr. Hitchin, Ms. Duffy, Ms. Kurtz, and Mr. Todd Wood, the Assistant City Manager of Operations, will begin reviewing the proposals and aim to complete the review by the end of December. The top two or three firms chosen will then be interviewed by mid-January.

Industrial Park Infrastructure Update/Grants Overview

Mr. Hitchin provided a summary of three grants that would help provide funding for an elevated water tower and water and sewer infrastructure related to Nature's Crossing Technology Center. A PowerPoint presentation was utilized and is attached at the end of these minutes. Mr. Snyder made a motion to approve the resolution of support for the City's application for a Virginia Business Ready Sites Grant in the amount of \$11,348,072 for water and sewer infrastructure related to Nature's Crossing Technology Center; and support for City application for an Economic Development Administration / Economic Adjustment Assistance Grant in the amount of \$2,662,303 for an elevated water tank related to Nature's Crossing Technology Center; and support for City application for an Economic Development Administration / Economic Adjustment Assistance Grant in the amount of \$939,590 for water and sewer infrastructure related to Nature's Crossing Technology Center. The motion was seconded by Ms. Maggi and passed by unanimous vote. Mr. Snyder also made a motion to authorize an officer of the EDA to submit the grant applications as outlined above. The motion was seconded by Ms. Arkward 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. Winterfest was a huge success and made for a great Small Business Saturday event. One downtown merchant reported \$1,200 more in sales this year than last year. The cookie trail sold out in days, over 50 kids participated in the elf door scavenger hunt, and 111 people completed bingo cards. Destination Downtown Waynesboro has been selected to participate in the Mobilizing Main Street Program Cohort. The two-year program will provide the framework for targeted organizational development support to Exploring Main Street Communities interested in pursuing Advancing Main Street designation and Main Street America accredited status. The Visit Waynesboro app is up to 446 downloads, new Waynesboro visitor guides have been printed, and new QR code magnets have been designed and will be distributed along with the visitor guides to local hotels to help visitors quickly learn what's going on in Waynesboro. The Tourism Tradeshow will be hosted on Monday, February 10th at the Best Western, and planning for the Tourism Ambassador program is underway. The Royal Indian Palace and the Augusta County Railroad Museum are now open in downtown Waynesboro. Ms. Duffy gave updates on tourism grants. The application to participate in the 2025 Arrivalist State Dispersion Portal program has been approved. The VTC DMO Grant for \$16,000 and is being used for Waynesboro's Art Doesn't Just Hang in Galleries which features a street arts challenge in the Visit Waynesboro app and a Street Arts puzzle sticker. The VMS Community Vitality Grant for \$15,000 will be used for the VA Street Arts Festival 2025 where 3 new murals will be created and an influencer will be hosted for the weekend. Waynesboro was one of ten communities awarded the VTC DRIVE Tourism + grant for \$10,000. VTC will be holding a Community Workshop on Thursday, January 10th to help identify the best way to use the funds provided. The VTC Microbusiness Marketing application for \$10,000 was successful and the funds will be used for the "Rockfish Gateway: All Trails Lead to Fun" project. The project will feature the launch of a new challenge in the Visit Waynesboro app, where participants will check in at various businesses along the East Main Street corridor, and once completed they'll receive Rockfish Gateway swag. A 50% reimbursement of \$2,500 was received from the VTC Social Media Co-Op.

Industrial Properties: There were no industrial property updates at this time.

Other Business/Discussion

Mr. Hitchin provided a handout of the State Economic Development Association Public Policy and Economic Development Performance.

Correspondence and Communication of the Chairman

The next regular EDA meeting is scheduled for January 10, 2024.

There being no other business to discuss, Mr. Snyder made a motion to adjourn. The motion was seconded by Ms. Maggi and the meeting ended at 8:33 AM.

Respectfully submitted 12/27/24

Emily Tomlin
Emily Tomlin
Acting Recording Secretary

Certified as approved 12/27/24

Gregory E. Hitchin
Gregory E. Hitchin
Secretary/Treasurer