

**Waynesboro Economic Development Authority
Minutes of the Regular Meeting
Friday, January 10, 2025**

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

Members Absent: Ms. Kelly Maggi

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.

Approval of Minutes

There being no changes to the minutes presented from the regular meeting on December 13, 2024, Ms. Farmer 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 January. A dashboard was provided showing details of five debit card transactions totaling \$428.71. There were two checks totaling \$1,257.40 to approve: Grow Waynesboro, Waynesboro @ Work, \$415; Tourism Tradeshow, \$842.40. This is an account being managed within the EDA and will be reimbursed from the City/Tourism budget when completed. 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 January and signed off on the reconciliations.

Consider a resolution authorizing an officer of the EDA to enter into an agreement with an engineering firm to complete due diligence work on NCTC and WCIP

In December a selection committee was formed to review proposals for the additional engineering work on NCTC and WCIP. The committee is evaluating proposals and is expected to select a vendor by the end of January. Staff asked for approval of the resolution so that the purchasing documents could be executed as soon as the selection committee had made its selection. Ms. Farmer made a motion authorizing an officer of the EDA to enter into an agreement with an engineering firm to complete due diligence work on NCTC and WCIP. The motion was seconded by Ms. McGuffin and passed by unanimous vote.

Discuss CPACE program and consider a resolution of support for City Council action

Additional background information was provided to members before the meeting. CPACE is a financing tool that offers long term (20-35 year) loans with 100% up front capital to property owners for energy efficiency, water conservation, and renewable energy. Contractors can use this tool to make buildings more marketable. The city must request participation in this program by City Council Ordinance and as such is asking the EDA for a resolution of support that can be presented to City Council in the next few weeks when the program will be presented to them. Ms. McGuffin made a motion to approve the resolution of support for participation in the CPACE program. The motion was seconded by Ms. Kurtz and passed by unanimous vote.

Monthly Updates

Downtown Redevelopment: Ms. Duffy gave an update regarding the Grow Waynesboro Main & Wayne grant recipients. All four grant recipients reported growth over the last year. Adorn more than doubled the amount of inventory they were carrying, launched a fully functioning website, and now offers a private shopping experience outside of regular business hours. Revival has moved to a downtown storefront, will be launching an online shop, and is starting the modules for the VTOP program to hire a student intern. Crack O’ Dawn has expanded their business with a new shop in Harrisonburg and is beginning to expand into wholesale. Band of Barbers is currently seeking a part-time employee, is developing a hybrid education model to help students complete their program faster, and is continuing to see business grow.

Tourism: Ms. Duffy gave an update on tourism in Waynesboro. The Rockfish Gateway challenge will be launching soon on the Visit Waynesboro app which is almost at 500 downloads. Waynesboro had several winners in the Blue Ridge Outdoor Magazine Best of the Blue Ridge edition. The Waynesboro Tourism Tradeshow is being held on February 10, 2025, from 10:00 am-3:00 pm at the Best Western Plus Conference Center. In new and exciting news, the Beerwerks t-shirt color picked for 2025 is cool mint, Boutique in the Boro moved into a larger space on Main Street, Lejla’s Café is now open in the former Purple Foot building, and Grow Waynesboro Wednesdays will be coming in February.

Industrial Properties: Mr. Hitchin provided an update on industrial properties. Staff has submitted a grant application to the VEDP totaling \$11M for an elevated water tank and off-site water and wastewater infrastructure for NCTC. Oak Lane is closed to through traffic in the Lyndhurst Road area for the final phase of the Southern Corridor Road project that is scheduled to be completed in late summer 2025.

Correspondence and Communication of the Chairman

The next regular EDA meeting is scheduled for February 14, 2025.

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 8:27 AM.

Respectfully submitted 1/27/25

Emily Tomlin
Emily Tomlin
Acting Recording Secretary

Certified as approved 1/27/25

Gregory E. Hitchin
Gregory E. Hitchin
Secretary/Treasurer