

**Waynesboro Economic Development Authority  
Minutes of the Regular Meeting  
Friday, August 8, 2025**

**Members Present:** Mr. Mark Snyder  
Ms. Crystal Farmer  
Ms. Brenda Arkward  
Ms. Chanda McGuffin-Tucker  
Ms. Jackie Kurtz

**Members Absent:** Mr. Chris Ornelas  
Ms. Kelly Maggi

**Others Present:** Mr. Greg Hitchin- Director of Economic Development & Tourism (via Zoom)  
Ms. Stephanie Duffy- Assistant Director of Economic Development & Tourism  
Ms. Meghan Swanson- Marketing Communications Manager

**Welcome**

Mr. Snyder called the meeting to order at 8:00am and thanked everyone for joining.

**Approval of Minutes**

There being no changes to the minutes presented from the regular meeting on June 13, 2025, Ms. McGuffin-Tucker made a motion to approve the minutes as written. The motion was seconded by Ms. Kurtz and passed by unanimous vote.

**Financial Report**

Mr. Hitchin reported on the financials for July and August. For July, a dashboard was provided showing \$37,656.27 in bills to approve, all from reserve or reimbursable accounts: Timmons for \$7,562.50 for grant writing; NCTC for project management \$3,392.77; and \$26,701 for due diligence work. There were four debit card transactions totaling \$118.94 as detailed in the summary. For August, there were two checks to approve: one from Grow Waynesboro reserve account for one episode of Waynesboro at Work in the amount of \$1,140; and one for VRSA for the annual EDA Directors insurance for \$582. There were also six debit card charges for August, totaling \$447.11 as detailed in the summary. There was one additional check for \$9,000 to DDW. This check is for a grant that DDW was awarded and the City, via the EDA, is a pass-through for the funds. Ms. Arkward made a motion to approve the financial reports and checks as presented. The motion was seconded by Ms. Farmer and passed by unanimous vote.

**Committee Reports**

**Audit:** Ms. Farmer has signed off on the audits for June, July and August.

**Revolving Loan Fund Semiannual Update**

Ms. Duffy gave a semiannual report on the current Grow Waynesboro loans. Ms. Duffy detailed the accounts past due and asked the EDA for guidance on how to proceed. After some discussion, it was the board's consensus for staff to continue to try to work with delinquent loanees and Ms. McGuffin-Tucker will contact the loanee who is

delinquent whom she referred to the program. Ms. McGuffin will give an update at the next regular EDA meeting. At that time, it will be determined if a certified letter for collections will be initiated.

#### **Grant Updates**

**CBL – Grow Waynesboro Rockfish Gateway:** Mr. Hitchin reported on the CBL Grant. The EDA was successful in obtaining the DHCD Community Business Launch grant (CBL) for \$50,000. Staff will be announcing a business plan competition for the Rockfish Gateway corridor later this year. Entrepreneurs will be invited to submit their business idea, attend a seven week business planning class beginning in January and if selected, participate in a live pitch night tentatively scheduled for the end of April 2026. A total of \$50,000+ will be awarded to at least three businesses to open by the end of 2026. Staff will be looking for local partners to invest in the business plan competition to increase the amount of award funds and number of winners. This program will run much like the Grow Waynesboro Main & Wayne Program in 2023.

**VBSP –** Mr. Hitchin shared that staff was successful in obtaining a \$1.5M grant to offset the costs of the offsite water and sewer design for NCTC.

**IRF –** Mr. Hitchin reported that the application for the IRF grant for VMM was unsuccessful, but staff is working with another vendor that may be able to provide funding for the project.

**Building improvement Grant –** Ms. Duffy shared that applications are open for façade and landscaping grants for downtown Main Street and Rockfish Gateway. This year, it is a competitive grant program instead of a rolling grant as it has been in years past. Applications are due September 2, 2025.

**BOOST Tourism Grants –** Ms. Duffy shared that this year a record number of applications were received. Staff received twelve applications totaling over \$30,000 in requested funds with a budget of only \$15,000.

#### **Monthly Updates**

**Downtown Redevelopment –** Mr. Hitchin suggested that staff write a letter for the Chair to send on behalf of the EDA indicating support of the VMNH project and requesting funding to be part of the FY27 state budget. The consensus of the board was for staff to draft the letter and the Chair to send.

**Tourism –** Ms. Duffy gave updates for tourism. The Visit Waynesboro App now has over 1,200 downloads. Staff hosted Relations Managers and Travel Counselors from Virginia Welcome Centers in Clear Brook, Covington, Fredericksburg, and Northern Virginia as well as Virginia Tourism Staff and the Blue Ridge Parkway Association for a FAM tour of Waynesboro in July. Staff has been working on new videography with filming underway utilizing DRIVE Tourism+ grant funds. Ms. Duffy also reported that the City received a \$20,000 VTC DMO Grant to market the new videos using Connected TV (CTV), digital out-of-home (DOOH), and targeted banner ads. Additionally, Ms. Duffy reminded the board of Grow Waynesboro Wednesdays where entrepreneurs can come into the office for open office hours with various mentors and service providers every Wednesday from noon to 4pm. The schedule can be found on GrowWaynesboro.com.

**Industrial Properties –** Mr. Hitchin reported that the Southern Corridor Road is finished, and onsite water and sewer is almost finished.

#### **Other Business/Discussion**

**Shenandoah Valley Partnership Annual Report –** Mr. Hitchin reported that SVP is an important partner in our business and talent attraction efforts and highlighted some of their achievements over the past year. Copies of the SVP Annual Report were provided to EDA members to take home.

**Recognition of Departing Members**

Mr. Hitchin thanked Ms. Arkward and Mr. Ornelas (not present) for their service to the EDA and a token of appreciation was shared with Ms. Arkward.

**Correspondence and Communication of the Chairman**

The next regular EDA meeting is scheduled for September 12, 2025.

The Southern Corridor ribbon cutting will take place at 10:30am on August 2<sup>nd</sup>. An official invitation will be sent.

The South River will hold a ribbon cutting ceremony on August 21<sup>st</sup> at 1:30pm.

The meeting was adjourned at 8:30am.

Respectfully submitted

8/8/2025

  
Meghan Swanson  
Interim Recording Secretary

Certified as approved

8/8/2025

  
Stephanie Duffy  
Secretary/Treasurer