

**Waynesboro Economic Development Authority
Minutes of the Regular Meeting
Friday, June 13, 2025**

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

Members Absent: Ms. Brenda Arkward
Ms. Crystal Farmer

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

Welcome

Mr. Ornelas called the meeting to order at 8:05 AM and thanked everyone for joining.

Approval of Minutes

There being no changes to the minutes presented from the regular meeting on May 9, 2025, Mr. Snyder 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 June. A dashboard was provided showing details of fifteen debit card transactions totaling \$1,530.24. There were five checks totaling \$39,099.69 to be approved. Grow Waynesboro, \$25; Industrial Park Project Management, \$3,430 due diligence of \$31,545; VA Arts Festival, \$3,301.71; and Façade Grant, \$797.98. Invoices have been sent to the city for the two incentive reimbursements. Mr. Snyder made a motion to approve the financial reports and checks as presented. The motion was seconded by Ms. McGuffin-Tucker and passed by unanimous vote.

Committee Reports

Audit: Ms. Farmer was unable to sign off on the reconciliations for June before the meeting.

Update to Website: Ms. Duffy shared that updates have been made to the members page on the Waynesboro business site. If any members are in need of the passcode to access the page, they can reach out to Ms. Duffy.

Nominating: Mr. Ornelas gave a report from the nominating committee. The committee nominated Mr. Snyder as the Chairman and Ms. Kurtz as the Vice Chair, and Ms. Duffy as the Secretary/Treasurer for the fiscal year beginning July 1, 2025. There were no nominations from the floor, so Mr. Ornelas made a motion to elect the slate of officers as presented by the nominating committee. Ms. McGuffin-Tucker seconded the motion, and it passed by unanimous vote. Ms. Kurtz made a motion authorizing a change in bank draft signatories, effective July 1, 2025, to any two: Mr. Snyder, Ms. Kurtz, or Ms. Duffy. The motion was seconded by Ms. McGuffin and passed by unanimous vote.

Approve FY26 Calendar of Meetings

A proposed schedule of meetings was provided to the board, with all meetings held on the second Friday of each month at 8:00 AM. Mr. Snyder made a motion to approve the schedule as presented. The motion was seconded by Ms. Maggi and passed by unanimous vote.

Receive a Status Update on Recent Grant Applications

Mr. Hitchin provided an update on grant applications. CBL – Through this grant, we were awarded \$50K and will be using those funds for a small business plan/training competition, similar to GWMW but focused on East Main Street, Grow Waynesboro Rockfish Gateway, which will be announced later this summer. Applications have also been submitted for the following grants but final decisions have not yet been made on who the funds will be awarded to; \$15M for NCTC infrastructure to be announced later this summer, IRF- \$1M grant for VMC announced later this summer, EDA EAA 1– federal grant for NCTC water tank submitted next week with a 90 day review time, EDA EAA 2 – federal grant for NCTC engineering for offsite water and sewer; planning to submit in July with a 90 day review time.

Monthly Updates

Downtown Redevelopment: Ms. Duffy provided an update on downtown redevelopment. Work continues for the Mobilizing Main Street program. Groovin' on the Greenway is being held on Thursday, May-July at 6:00 pm in Constitution Park, the Glow Drone Show will be held on July 12th, and Kickin' Back with Klines will be held at Sunset Park on the last Sunday in June, July, and August. The VA Street Arts Festival was very successful, and Anthony at RVA published an article highlighting Waynesboro and the event. Hiker Fest was also very successful, with the largest number of hikers the event has seen. The tourism office sponsored a breakfast on Friday for AT Hikers coming into Waynesboro before the event.

Tourism: Ms. Duffy provided an update on Tourism. The Visit Waynesboro app has reached 1,000 downloads. The Rockfish Gateway challenge is ongoing, the Street Art Challenge had three new murals added, and a tour of the Port Republic Historic District was also added to the app. VTC MMLP Grants are now open through July 24. The grant is available to small tourism-related businesses with 20 or fewer full-time equivalent employees and events focused on shoulder season visitation. The max award is \$5K, and the grant is a 1:1 cash or in-kind match. The Special Events & Festivals Grant opens on July 22nd for events being held in 2026. A vendor has been chosen to create new video for Waynesboro tourism and they are currently working on creatives. The \$20K received through the DMO Marketing program grant from VTC will be used for 'A Getaway Worth Staying For' campaign to push new videos out through Connected TV (CTV), digital out-of-home (DOOH), and targeted banner ads.

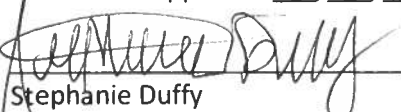
Industrial Properties: Mr. Hitchin provided an update on industrial properties. The Southern Corridor Road is almost finished. Water and sewer pipes continue to be installed at NCTC. Earlier this week, new staff at VEDP toured the sites and buildings.

Correspondence and Communication of the Chairman

The next regular EDA meeting is scheduled for July 11, 2025.

Respectfully submitted ____/____/____

Emily Tomlin
Recording Secretary

Certified as approved 8/8/2025

Stephanie Duffy
Secretary/Treasurer