

**Waynesboro Economic Development Authority
Minutes of the Regular Meeting
Friday, March 14, 2025**

Members Present: Ms. Brenda Arkward
Ms. Crystal Farmer
Ms. Chanda McGuffin-Tucker
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 of Economic Development & Tourism
Mr. Kenny Lee- Mayor
Mr. Jim Wood- City Councilman

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 January 10, 2025, 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 February and March. For February, a dashboard was provided showing details of six debit card transactions totaling \$39.10. There were three checks totaling \$77,236.11 to approve, all reimbursable by the city. Two checks totaling \$4,211.25 were paid to Timmons for NCTC infrastructure and project management. The remaining \$73,024.86 was paid to KM Hotels as the first-year reimbursement of incremental property tax as part of the Performance Agreement for the Holiday Inn Express on Chicurel Lane.

For March, a dashboard was provided showing details of eleven debit card transactions totaling \$564.19. There were three checks to approve totaling \$7,455; Façade Grant Reimbursement, \$5,000, Grow Waynesboro sign, \$180, Timmons NCTC infrastructure and project management, \$2,275.

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 received the bank statements for February and March and signed off on the reconciliations.

Consider authorizing the Chairman to write a letter of support for funding for the VMNH Waynesboro Campus on behalf of the EDA

Mr. Hitchin reported that the Virginia Museum of Natural History has asked interested parties to write a letter of support for funding for the Waynesboro Campus. Ms. Farmer made a motion to authorize the Chairman to send a letter of support on behalf of the EDA. The motion was seconded by Mr. Snyder and passed by unanimous vote.

CPACE ordinance update

Mr. Hitchin provided an update on CPACE. 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. City Council has passed the ordinance. The Economic Development Office is now in the process of publicizing and ensuring all building owners are aware of the CPACE ordinance.

Update on Virginia Street Arts Festival plans and authorizing an officer of the EDA to execute agreement between building owners, mural artists, and the EDA

Ms. Duffy provided an update regarding the Virginia Street Arts Festival. The Virginia Main Street Community Vitality Grant 2025, applied for through the EDA, was approved, and \$15,000 was awarded to create three new murals in downtown. A standards committee was created, three interested property owners were identified, a call for artists was put out, and the three property owners each chose an artist with approval from the standards committee. As the fiscal agent and grant recipient, the EDA is part of the contract with the artists and the property owners. Ms. Arkward made a motion to authorize an officer of the EDA to execute the contracts between the building owners, mural artists, and the EDA. The motion was seconded by Ms. McGuffin-Tucker and passed by unanimous vote.

Economic Development and Tourism Strategic Plan

Mr. Hitchin provided an update and overview of the strategic plan. The plan will be presented to City Council on Monday, March 24, 2025. Ms. Farmer made a motion to approve the Economic Development and Tourism Strategic Plan Executive Summary. The motion was seconded by Ms. Kurtz and passed by unanimous vote.

Regional Industrial Facility Authority- RIFA

Mr. Hitchin provided background on RIFA organizations. RIFA is a partnership among local and regional governments that enables them to pool resources for developing industrial sites, attracting businesses, and sharing tax revenues. The first step to create a RIFA is to establish an operating agreement. The second step is to select a project. The expenses/revenue generated from the project is shared between the members of the RIFA. The Economic Development Department is currently working with the Shenandoah Valley Partnership (SVP) to establish a RIFA.

Discuss Virginia Code sections that pertain to blighted and derelict properties, specifically 58.1-13221 and 15.2-1127, and consider a resolution of support for City Council action

Mr. Hitchin provided information on Virginia Code pertaining to blighted and derelict properties. Additional background information was provided to members before the meeting. There are two sections of VA code that deal with blighted and derelict properties, 58.1-13221 and 15.2-1127. Localities have the option of adopting the VA code into the City code. Mr. Ornelas made a motion to approve the resolution of support for adopting both VA codes regarding blighted and derelict properties into the City code. The motion was seconded by Mr. Snyder and passed by unanimous vote.

Monthly Updates

Downtown Redevelopment: Ms. Duffy gave an update regarding downtown redevelopment. Work continues for the Mobilizing Main Street Program. Several downtown events are coming up, including: Riverfest on May 3, Groovin' on the Greenway starts May 8, VA Street Arts Festival on May 17-18, Tour the Town on May 28, and Hiker Fest on June 7.

Tourism: Ms. Duffy gave an update on tourism in Waynesboro. The Waynesboro Tourism Tradeshow had 250 attendees, including Welcome Center Staff from Clear Brook, Covington, Fredericksburg, and Northern VA. Other tourism offices also attended, including Staunton, Front Royal, Charlottesville, and Warren County. Post-event survey results show that 9.9 out of 10 participants were satisfied with the overall experience; 93% of attendees said they learned something new; and 78% of vendors and 73% of attendees said the tradeshow should occur every year. The Visit Waynesboro app has 677 downloads. The Rockfish Gateway challenge has launched. Participants must check in at four or eight of the participating businesses in order to receive Rockfish Gateway swag.

Grow Waynesboro Wednesdays: Ms. Duffy shared that in February, the City launched Grow Waynesboro Wednesdays, a new pilot program designed to provide free mentoring and resources to entrepreneurs every Wednesday afternoon. Each Wednesday, The Greater Augusta Regional Chamber of Commerce, SCORE, Small Business Development Center, or a rotating service provider will be in the Economic Development office to help entrepreneurs for free, with no appointment needed.

Industrial Properties: There were no industrial property updates provided.

Correspondence and Communication of the Chairman

- a) The Economic Development department will be presenting their Strategic Plan to the City Council on March 24, 2025, at 7 pm.
- b) The next regular EDA meeting is scheduled for April 11, 2025.
- c) The SAW ED, and Chamber Business Appreciation breakfast will be held April 29, 2025, from 8:30-10:30 am. Registration is required.

Closed Meeting

At 9:02 AM, Ms. Arkward asked the board to consider holding a closed meeting under Section 2.2-3711(a)(5) of the Freedom of Information Act, Code of Virginia, 1950, as amended, regarding discussion concerning a prospective business or industry or the expansion of an existing business or industry where no previous announcement has been made of the business' or industry's interest in locating or expanding its facilities in the community.

Ms. Duffy took a roll call vote as follows:

Mr. Ornelas	aye
Ms. Arkward	aye
Ms. McGuffin-Tucker	aye
Mr. Snyder	aye
Ms. Farmer	aye
Ms. Kurtz	aye

At 9:20 AM, Ms. Farmer made a motion to end the closed session WHEREAS, the Economic Development Authority of Waynesboro has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and WHEREAS, Section 2.2-3712 of the Code of Virginia requires a certification by the Economic Development Authority that such closed meeting was conducted in conformity with Virginia law; NOW, THEREFORE, BE IT RESOLVED, that the Economic Development Authority of Waynesboro hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the Economic Development Authority of Waynesboro.

Ms. Duffy took a roll call vote as follows:

Mr. Ornelas	aye
Ms. Arkward	aye
Ms. McGuffin-Tucker	aye
Mr. Snyder	aye
Ms. Farmer	aye
Ms. Kurtz	aye

There being no other business to discuss, Mr. Snyder made a motion to adjourn. The motion was seconded by Ms. Arkward and passed by unanimous vote. The meeting adjourned at 9:22 AM.

Respectfully submitted 4/11/25

Emily Tomlin
Emily Tomlin
Acting Recording Secretary

Certified as approved 4/11/2025

Gregory E. Hitchin
Gregory E. Hitchin
Secretary/Treasurer