

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

Members Present: Ms. Crystal Farmer
Ms. Mary Sullivan
Ms. Kelly Maggi
Ms. Victoria Evans

Members Absent: Mr. Mark Snyder
Ms. Jackie Kurtz

Others Present: Mr. Greg Hitchin- Director of Economic Development & Tourism
Ms. Stephanie Duffy- Assistant Director of Economic Development & Tourism
Ms. Amanda Stone- Admin Assistant of Economic Development & Tourism
Mr. Jim Wood- City Councilman

Welcome

Ms. Duffy called the meeting to order at 8:01am and thanked everyone for joining. Ms. Duffy introduced newest board member, Mary Sullivan, and confirmed the resignation of Chanda McGuffin-Tucker effective immediately. One vacant seat is available.

Approval of Minutes

There being no changes to the minutes presented from the regular meeting on September 12, 2025, Ms. Farmer 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 October and November. Following up on the October summary shared ahead of time, there were four bills to approve totaling \$31,038.85, all from reserve accounts. A total of \$30,088.85 to Timmons for Nature's Crossing Technology Center program management fees and \$150 to Creative Mornings for a Grow Waynesboro sponsorship. In addition, the loan committee has approved a \$20,000 loan to Initial Inspiration which was distributed. As detailed on the summary, there were five debit card transactions totaling \$288.71.

For November, there were five bills to approve totaling \$120,000 including a total of \$116,000 to Thompson and Litton for Nature's Crossing Technology Center offsite water and sewer design services. This will be reimbursed as part of the second Virginia Business Ready Sites Grant. Additionally, there was one check totaling \$4,000 as reimbursement to Virginia Metalcrafters for their landscaping grant which will be reimbursed from the city. As detailed on the summary, there were nine debit card transactions totaling \$444.11

Ms. Farmer made a motion to approve the financial summary and bills to be paid as presented. The motion was seconded by Ms. Maggi and passed by unanimous vote.

Committee Reports

Audit: Ms. Farmer has signed off on the audits for October and November with no issues.

Monthly Updates

Grow Waynesboro Rockfish Gateway Update: Mr. Hitchin reported on the launch of the newest Grow Waynesboro business start-up training program on November 10, 2025, which focuses on the Rockfish Gateway corridor. Handouts on frequently asked questions were provided and can also be found on website for reference. This program is the result of a Community Business Launch Grant from the Department of Housing and Community Development totaling \$50,000 with a match from the City of \$25,000. Free start up business training classes will begin February 3, 2026 and go for seven weeks. Training will provide the basics of starting a business in Waynesboro and provide the tools to create a business plan.

Participants who complete the seven-week course, may elect to compete for startup grants. If so, they will need to submit a completed business plan to an independent panel of judges. The top plans will be invited to present their business idea in front of a live panel of judges and audience in April. With support from some local sponsors, the total pool amount is \$57,500. A minimum of 3 grants will be awarded with a maximum of up to \$25,000 for first place. The number of grants awarded and amount per business is at the discretion of the judges. Requirements are that it must have a customer facing brick and mortar business in Waynesboro with focus on Rockfish Gateway area. Existing businesses can apply for a separate master's plan course that will require something new brought to the business to qualify for pitch night.

Tourism Update

Ms. Duffy reported that new videos have been finished and will be unveiled at the City Council meeting on December 8th. Six new videos highlight food, beverage, entertainment, outdoors, mountain biking at Sunset Park, arts and culture, and one is formatted to replace the header video on the tourism website, which is live. Videos will be rolled out with the spring marketing campaign.

Ms. Duffy reported on regional updates including the 10-year anniversary of the Shenandoah Beerwerks Trail in 2026. Historically, the passport program brings about 46% of participants from out of state. Due to the success of the program, an application for a VTC grant will be submitted next year to promote. The Shenandoah Valley Tourism Partnership recently launched a new regional tourism website. Winterfest is coming up on November 29th with the cookie trail already sold out. The tourism app has over 1,500 downloads and always gets a bump with local events due to heavy promotion. With Winterfest, an augmented reality snowman hunt is being introduced through the app. The Street Arts Trail, Rockfish Gateway Challenge, and the Port Republic Neighborhood Tour are still running and going well.

Industrial Properties Updates

Mr. Hitchin reported on three ongoing engineering projects. The water tank design refresh is happening due to new regulations since 2019 to include stormwater regulations. Redesign should be finished by the first quarter of 2026 and will go out to bid for construction. Offsite water and sewer connections are being designed by Thompson and Litton and should be completed in the first quarter of 2026 and will go out to bid for construction as well. Timmons is almost finished with due diligence engineering for both NCTC and Waynesboro Commerce and Industry Park. The Army Corps is quoting 6-9 month to provide the official wetland delineation report, which will delay the competition of the project. Using additional funding in the department's FY26 city budget, a

nationwide marketing campaign will begin in spring, after the above projects go out to bid and there are concrete timelines for completion of the water and sewer systems.

Other Business/Discussion

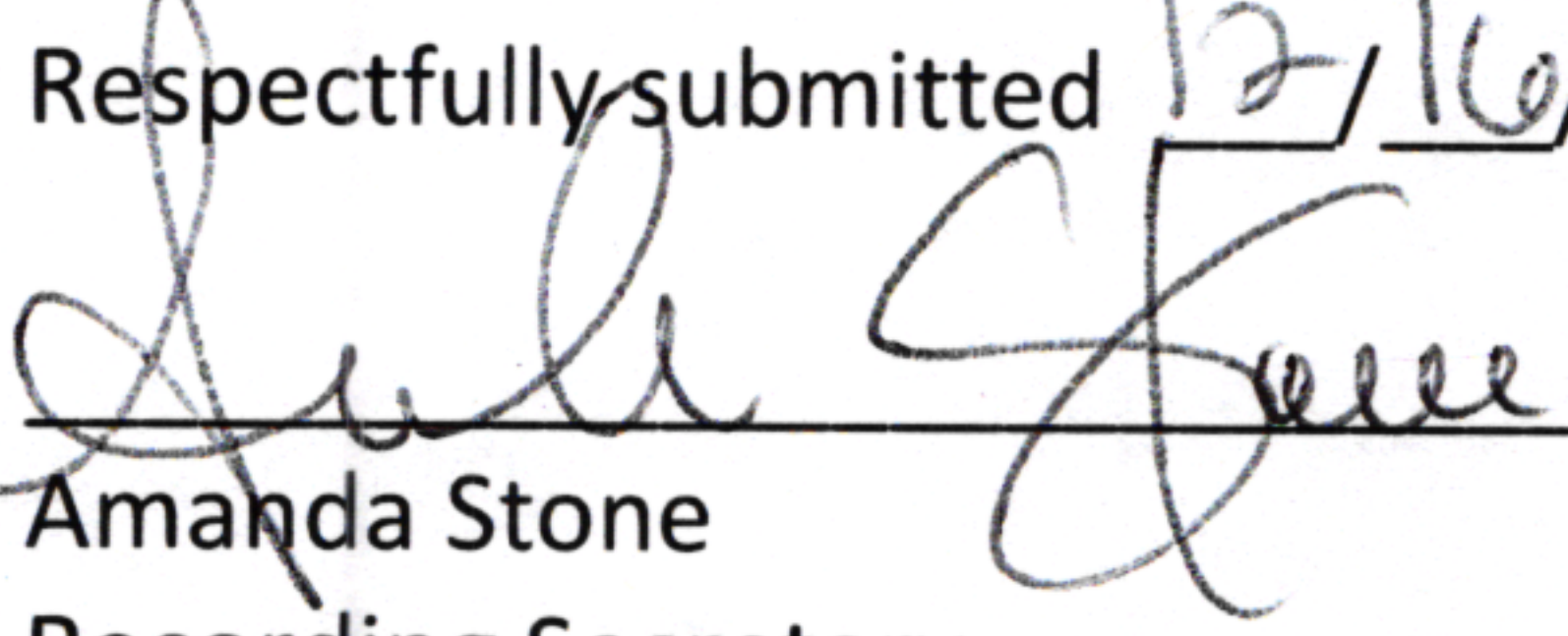
Ms. Duffy reported that the Economic Development website has been updated to combine the Waynesboro Business, Grow Waynesboro, and Nature’s Crossing sites that were all separate so that it is more cohesive to navigate. The new website url remains waynesborobusiness.com and will be introduced at the regular City Council meeting on December 8th.

Correspondence and Communication of the Chairman

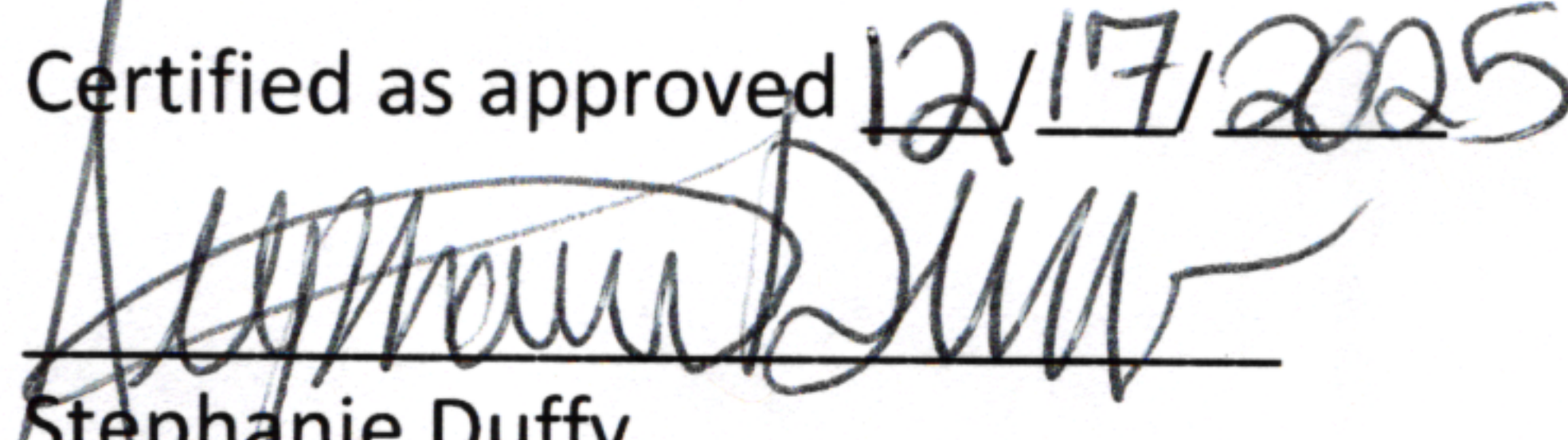
The next regular EDA meeting is scheduled for December 12, 2025.
Economic Development Update to the City Council on December 8, 2025.

The meeting was adjourned at 8:16am.

Respectfully submitted 12/16/25


Amanda Stone
Recording Secretary

Certified as approved 12/17/2025


Stephanie Duffy
Secretary/Treasurer

