

Waynesboro

# Economic Development Authority

Meeting Agenda

**June 12, 2020**

8:00 a.m.

Zoom Meeting

1. Welcome
2. Approval of Minutes (TAB 1)
3. Financial Report (TAB 2)
4. Committee Reports
  - a. Loan
  - b. Audit
  - c. Nominating **ACTON REQUIRED**
    - i. Officers for FY 21
    - ii. Candidates for EDA beginning September 1, 2020
5. Establish FY 21 Meeting Schedule (TAB 3) **ACTON REQUIRED**
6. COVID 19 Relief and Recovery Programs (TAB 4)
7. Monthly updates:
  - a. Downtown Redevelopment
  - b. Tourism
  - c. Industrial Properties
8. Other Business / Discussion
9. Correspondence and Communication of the Chairman
  - a. Next meeting: July 10, 2020
10. Consider holding a closed meeting (as needed)

Public access via internet to this meeting can be obtained by contacting [staff@WaynesboroBusiness.com](mailto:staff@WaynesboroBusiness.com) before 2pm Thursday, June 11, 2020. You will receive a return email with instructions to join the Zoom meeting.

**Waynesboro Economic Development Authority  
Minutes of the Emergency Called Meeting  
Tuesday, April 28, 2020, 4:00 PM  
Zoom Remote Call**

**Members Present on Zoom:** Mr. Perry Fridley  
Ms. Mary Sullivan  
Mr. Mark Snyder  
Ms. Angie Bandy  
Mr. George Reed  
Ms. Tami Radecke  
Mr. Pete Brooks

**Others Present on Zoom:** Mr. Greg Hitchin- Director of Economic Development & Tourism  
Ms. Stephanie Duffy- Administrative Assistant  
Ms. Jennifer Callison- Tourism & Marketing Manager  
Mr. Mark LaRosa, VP Business Development & CSO of Augusta Health  
Ms. Jeanie McCutcheon, Waynesboro Councilwoman

**Others Who Requested Public Access to Zoom Meeting:** Logan Bogert ([lbogert@newsvirginian.com](mailto:lbogert@newsvirginian.com))

**Welcome**

Mr. Fridley called the meeting to order at 4:03 PM and thanked everyone for joining the meeting remotely. Mr. Hitchin then took a roll call vote to confirm attendance:

Mr. Fridley	Aye
Ms. Bandy	Aye
Ms. Radecke	Aye
Ms. Sullivan	Aye
Mr. Snyder	Aye
Mr. Reed	Aye

Mr. Hitchin reviewed the subject and procedures of the called meeting. The EDA has been authorized to meet electronically by City ordinance 2020-21 and state legislation passed last week, amending house bill 29 of 2019 due to the state of emergency. EDA members and city staff are attending remotely from home and office. Should a motion be made/vote needed, a roll call vote will be taken. The meeting agenda was published on April 22, 2020 using normal meeting announcement methods and posted on the City website calendar section. Instructions for public participation were included within the meeting announcement/agenda.

**Approval of Minutes**

There being no other changes to the minutes from the regular February 14, 2020 meeting or the emergency March 31, 2020 meeting, Ms. Sullivan made a motion to approve both sets of minutes as written. The motion was seconded by Ms. Bandy and passed by unanimous roll call vote as follows:

Mr. Fridley	Aye
Ms. Bandy	Aye

Ms. Radecke Aye  
Ms. Sullivan Aye  
Mr. Snyder Aye  
Mr. Reed Aye

**Financial Report**

Mr. Hitchin reported on the financial accounts for March and April. In March, the first eleven emergency loans were dispersed, totaling \$44,000. The regular beerwerks program charges for postage were paid, in the amount of \$317.99 (as a reminder this is a pass through for the EDA) and the annual \$499.95 QuickBooks subscription was paid. In April, the last emergency loan was dispersed in the amount of \$2,500 and a check in the amount of \$5,000 has been drafted for a façade project that has been completed at 137 N Wayne Avenue (façade funds are reimbursed from the city). Mr. Hitchin noticed that the administrative and beerwerks expenses were not updated on the April dashboard, he will revise and send the updated report (sent April 30, 2020). Mr. Reed made a motion to approve the façade check as written. The motion was seconded by Mr. Snyder and passed by a unanimous roll call vote as follows:

Mr. Fridley Aye  
Ms. Bandy Aye  
Ms. Radecke Aye  
Ms. Sullivan Aye  
Mr. Snyder Aye  
Mr. Reed Aye

**Committee Reports**

- a. Audit: Ms. Bandy has received the bank reconciliation reviews but had not reviewed them yet. Mr. Hitchin will move this item to the next meeting agenda.
- b. Loans: The RLF committee approved twelve loans totaling \$46,500 during March and April as a response to the COVID-19 pandemic and state of emergency shut down of businesses. There is currently a balance of just over \$2,000 in the RLF account and there are five additional application requests in hand. Out of the current RLF program, four businesses have taken advantage of deferrals in April, three to-date for May and there are two outstanding loans that staff has not received communication from since March. Mr. Hitchin passed along a comment from one of the loan participants who expressed their gratitude for allowing deferrals during this difficult time.

**Augusta Health Enhanced Access Plan**

Mr. Hitchin introduced Mark LaRosa, VP of Business Development & CSO of Augusta Health who shared his screen via zoom and gave a presentation on Augusta Health’s COPN Application to the Virginia Department of Health. Augusta Health has made application for a free-standing outpatient diagnostic testing facility on its campus which would house one CT scanner and one MRI. Augusta Health is considered the local hospital, being created twenty-five years ago when the Staunton and Waynesboro hospitals came together to create one facility. Over the past five years, Augusta Health has experienced steady growth in all the major imaging modalities, especially CT and MRI. This is primarily due the growth in the over age 65 population which is higher than state or national averages. This growth has resulted in Augusta Health experiencing an institutional need for an additional MRI unit and CT scanner

to be added to the complement Augusta Health CTs and MRIs. Over the next 15 years, this growth is expected to continue in the Augusta, Waynesboro, and Staunton areas. The Center will not only address growing demand, but it will also be structured as freestanding in order to offer MRI and CT services at a lower cost. The Augusta Health's freestanding imaging center will include a 3.0T MRI and 128 slice CT scanner in order to advance the specialized outpatient imaging capabilities in our area. Sentara has also made an application for an MRI and CT scanner at a free-standing center to be located in Staunton. There is only need in our area's market for one MRI and CT scanner and Augusta Health is looking for Waynesboro's support of their application. Waynesboro City Council has adopted a resolution at their recent meeting, in support of Augusta Health's application. After some brief discussion, Ms. Bandy made a motion authorizing the chairman to sign a resolution supporting approval of the COPN request for Augusta Health to the Virginia State Health Commission. Mr. Brooks seconded the motion and it passed by a unanimous vote as follows:

Mr. Fridley	Aye
Ms. Bandy	Aye
Ms. Sullivan	Aye
Mr. Brooks	Aye
Mr. Snyder	Aye
Mr. Reed	Aye
Ms. Radecke	Abstaining due to conflict of interest

#### **Economic Development/COVID 19 Response Update**

Mr. Hitchin gave an update on the City's response to the COVID-19. He expressed appreciation to the board's quick action taken with allowing deferrals of existing loans and for using the remaining balance in the RLF account for emergency loans. Waynesboro was one of the first localities in the state to offer an emergency loan program and other localities both within the state and out of state have contacted the Waynesboro economic development office about modeling our program. Staff has been following updates on the PPP and EIDL programs and been in contact with the local SBDC. The office is maintaining an "open for business" list that can be found on the website and social media which is updated regularly as businesses change their status and operating hours and procedures. At the end of March, the economic development office mailed out over one thousand letters to current business license holders within the city. The letter gave information and links to website resources, a business survey and information on how to sign-up to receive newsletters and updates. Staff has also sent out twelve COVID-19 related newsletters since March 1<sup>st</sup> with an average open rate of 40% which is a high rate for these types of communications. As a result of the communications sent, we have received several new subscriptions to our newsletters and fifty-two responses to the business survey to-date. Mr. Hitchin gave a brief summary of the survey results received. Staff is looking at working with regional and state partners to develop resources to support the relief and recovery stages ahead.

#### **Monthly Updates**

Tourism – Ms. Callison gave a brief overview for tourism. Staff is staying active on social media with a large audience currently on their phones and social media accounts. She is adapting state initiatives to have a Waynesboro spin and engaging the local followers more than visitors at this time. She is working on building content on the tourism website, both for current purposes and for the future when things are more normal. The Virginia Tourism Corporation has launched several campaign initiatives and she has been following that messaging to keep Waynesboro at top of mind for future travel.

**Other Business/Discussion**

At the previous meeting, the Chairman asked about federal aid to localities. Mr. Hitchin gave an update to the board. The Waynesboro City Manager has created a task force of staff members to look at potential aid available to states/localities. The USDA RD has some funding available for primarily broadband and expansion of telemedicine but there are also funds for business and industry loans. The Department of Commerce EDA has \$1.5B to use for infrastructure and planning and possibly capitalize local funds for loans. The CDBG funds are also available, Waynesboro is an entitlement community so Waynesboro will have access to those funds. Rules for the new programs are still being developed and staff is monitoring as updates are given.

**Correspondence and Communication of the Chairman**

The next regular meeting is scheduled for May 8<sup>th</sup>. Unless new business should arise, this meeting will likely be canceled.

There being no other business to discuss, Mr. Brooks made a motion to adjourn the meeting. The meeting was adjourned at 4:58 PM.

Respectfully submitted \_\_\_/\_\_\_/\_\_\_\_\_

Certified as approved \_\_\_/\_\_\_/\_\_\_\_\_

\_\_\_\_\_  
Stephanie Duffy  
Recording Secretary

\_\_\_\_\_  
Gregory E. Hitchin  
Secretary/Treasurer

Waynesboro Economic Development Authority  
Financial Dashboard

June 12, 2020

Bank data as of May 29, 2020

Bank Accounts		Operating	RLF
1	Beginning Balance	\$ 81,574.67	\$ 8,762.40
2	Deposits	\$ 10,000.00	\$ 649.00
3	Payments	\$ 5,017.99	\$ 2,500.00
4	Interest Deposited	\$ 2.25	\$ 0.18
5	Ending Statement Balance	\$ 86,558.93	\$ 6,911.58
6	Outstanding Checks	\$ -	\$ 2,500.00
7	Adjusted Statement Balance	\$ 86,558.93	\$ 4,411.58
8	Reserve Accounts Expense	\$ -	
9	Checks to Approve	\$ 1,637.25	\$ -
10	Invoices Outstanding (AR)	\$ 637.25	\$ -
11	Actual Cash Balance	\$ 85,558.93	\$ 4,411.58
12	Total Reserve Accounts	\$ 29,640.53	
13	Available Balance	\$ 55,918.40	\$ 4,411.58

Note: Pending Reimbursement in RLF is current month and any past due payments.

Payments Pending Approval		Operating	RLF
14	United Way PPE kits	\$ 1,000.00	
15	Benny's (TDZ)	\$ 637.25	
16			\$ -
Total		\$ 1,637.25	\$ -

Reserve / Budgeted Projects Payments	
17	
18	
19	
20	
21	
22	\$ -
Total	\$ -

Debit Card / Cleared Payments Included	
Operating	RLF
BW \$ 17.99	

Reserve / Budgeted Projects	Budget	Expense	Balance (inc current payments & invoices)
23 Industrial Park Development	\$ 622,551	\$ 613,776	\$ 8,775
24			
25 BeerWerks Postage	\$ -	\$ -	\$ -
26 Grow Waynesboro 2018	\$ 47,150	\$ 26,284	\$ 20,866

City Budget Façade Program	Budget	Expense YTD	Pending Above	Balance
27 Façade Grant	\$ 15,000	\$ 7,246		\$ 7,754
28 Projects ----- Completed Paid	3	Approved Not Paid	1	\$ 5,000
29 Net Available				\$ 2,754

# Waynesboro EDA

## Meeting Schedule FY21

July 10, 2020

August 14, 2020

September 11, 2020

October 9, 2020

November 13, 2020

December 11, 2020

January 8, 2021

February 12, 2021

March 12, 2021

April 9, 2021

May 14, 2021

June 11, 2021

All meetings take place at 8:00 am in the economic development conference room at 301 W Main Street unless notified otherwise.

# RENAISSANCE FUND

## Cash Grants for Businesses Suffering Loss due to COVID-19

Waynesboro small business is the lifeblood of our community and backbone of the economy. They represent steadfast commitment by owners to provide goods and services to citizens and visitors while offering vast employment opportunities. However, the ongoing COVID-19 outbreak has forced widespread closures of small businesses threatening livelihoods, acute job losses, and imperiling the future of our local economy.

### **FUNDING SOURCE**

The U.S. Treasury guidance allows states to use Coronavirus Relief Fund (CRF) dollars for expenditures “related to the provision of grants to small businesses to reimburse the costs of business interruption caused by required closure.” The Commonwealth of Virginia has elected to disperse a portion of its allocation to local governments. The Waynesboro City Council has elected to use part of the City’s allocation to help preserve small business in Waynesboro by providing grants to eligible businesses.

The **RENAISSANCE FUND** will provide up to \$10,000 cash grants.

### **WHO IS ELIGIBLE TO APPLY?**

Any for-profit Waynesboro based business that meets the following eligibility criteria:

- Has suffered a qualified business interruption due to COVID-19
- Has a physical location within the corporate limits of Waynesboro
- Taxes and fees to City of Waynesboro current
- Locally owned and operated
- Had between one and 20 (Full Time Equivalent\*) W2 employees as of March 13, 2020
- Did not receive or been approved for an SBA-backed Paycheck Protection Program (PPP) loan or an Economic Injury Disaster Loan. Recipients of the EIDL Grant are eligible
- Did not receive and have not been awarded reimbursement under any other federal program for the expenses that will be reimbursed by this grant
- Did not receive compensation from an insurance company for the covered business interruption due to COVID-19 or received less than \$10,000 in insurance compensation
- Your business is not a subsidiary of a business with more than 50 employees, is not part of a larger business enterprise with more than 50 employees and is not owned by a business with more than 50 employees



## **WHAT IS A QUALIFIED BUSINESS INTERRUPTION?**

The business must have suffered business interruption due to COVID-19 required closures as measured by a reduction in gross revenue (YTD 2020/2019), which may include but is not limited to:

- Reduced sales or suspended operations
- Increased costs related to COVID-19 prevention measures
- Disrupted supply network leading to shortage of critical inventory or materials

## **WHAT ARE ELIGIBLE USES OF THE GRANT?**

Grant funds may be used to reimburse the costs of business interruption caused by required closures which may include:

- Personal Protective Equipment (PPE)
- Other equipment and supplies to promote health and safety
- Technology to facilitate e-commerce and or virtual business operations
- Professional services related to the design and construction/alteration of the built environment necessary to promote physical and social distancing, as well as the actual costs for alterations
- Initial cleaning and disinfection services prior to reopening
- Inventory
- Equipment
- Rent or mortgage costs
- Utilities (Gas, Electric, Communication)
- Funds must be expended in compliance with state and federal law

## **HOW DO I APPLY?**

The application form will be available June 10, 2020 at <http://www.waynesborobusiness.com/relief/>. The deadline for submission is 9 am June 22, 2020. Grantees will be notified by noon on June 30, 2020 with disbursements beginning as soon as practical. All applications and required attachments must be done electronically.

## **WHO CAN I CONTACT FOR MORE INFORMATION?**

Waynesboro Office of Economic Development and Tourism

[www.WaynesboroBusiness.com](http://www.WaynesboroBusiness.com)

[staff@WaynesboroBusiness.com](mailto:staff@WaynesboroBusiness.com)

540-942-6570

\*Full Time Equivalent (FTE) – the number of employees required to achieve one week (40 hours) of work. For example, one full time (40 hours) employee and two part time (20 hours each) employees would be 2FTE.