

**Waynesboro Economic Development Authority
Minutes of the Regular Meeting
Friday, April 12, 2019
Economic Development Office, 301 West Main Street
Waynesboro, VA 22980**

Members Present: Mr. George Reed
Mr. Perry Fridley
Ms. Mary Sullivan
Mr. Mark Snyder
Mr. Tom Reider
Ms. Tami Radecke

Members Absent: Mr. James Hyson

Others Present: Mr. Greg Hitchin- Director of Economic Development & Tourism
Ms. Courtney Cranor- Assistant Director of Economic Development & Tourism
Ms. Stephanie Duffy- Administrative Assistant
Mr. Mike Hamp- City Manager

Welcome:

Mr. Fridley called the meeting to order at 8:03 a.m. and welcomed everyone.

Approval of Minutes:

There were two grammatical changes to the minutes, both in the committee reports section. The first correction was striking the word “was” in the audit line. The second was changing “re-nominated” to “reappointed” on the nominating committee line. There being no other changes to the minutes from the February 8, 2019 meeting, Mr. Snyder made a motion to approve the minutes as amended. The motion was seconded by Ms. Sullivan and passed by unanimous vote.

Financial Report:

Mr. Hitchin reported on the financial accounts for March and April. The March dashboard showed a façade grant payment of \$5,000 to Benny Stivale’s and a payment of \$1,200 to Frasier Associates for façade design work associated with another façade application. Also in the March dashboard were three payments associated with the Grow Waynesboro program. The first payment was in the amount of \$170 to the Artisans Center of Virginia for membership fees, the second was a payment in the amount of \$500 to Mildred Strimic as rent payment and lastly a payment of \$168 to Humphries Press for printing of a marketing piece.

April’s dashboard showed a payment to Frazier Associates in the amount of \$900 for façade design work. Four payments associated with the Grow Waynesboro program were also included in April’s dashboard. The first check was to the Greater Augusta Regional Chamber of Commerce in the amount of \$300 for membership dues. The second check was a payment of \$500 to Midred Strimic as a rent payment. The third check was a payment of \$590 to Rebecca Kincaid as reimbursement for business insurance and the fourth, a \$25 payment to Mountain Laurel Studios for design work associated with

Grow Waynesboro. Also in April were two payments to AECOM, both in the amount of \$2,500 for work associated with the Industrial Park.

Mr. Reider made a motion to approve the financial dashboards as presented. The motion was seconded by Ms. Redecke and passed by unanimous vote.

Committee Reports

- a) Audit- Mr. Hyson has reviewed and signed the financial reconciliations
- b) Handbook- no updates were provided
- c) Loan- there are no pending applications
- d) Nominating Committee- The role of the nominating committee is twofold. First, nominating officers nominate members from among the current board to serve as Chairman and Vice Chairman for FY 20, beginning July 1, 2019. The committee will report and the EDA will vote at the June EDA meeting. Secondly, the committee will recruit new members to be considered by City Council for appointment. The committee will need to make recommendations to the full EDA no later than the July meeting; EDA will submit a recommendation to City Council; and City Council will make their appointment in August for a term beginning September 1. Ms. Sullivan has indicated a desire to be appointed for a second term. One spot will need to be filled as Mr. Hyson has completed ten years as an EDA member and is not eligible for reappointment. Mr. Hitchin reminded the board that members must be a resident of Waynesboro, terms are four years, and we strive to have a mix of representatives. The chairman asked for volunteers to make up the nominating committee. Mr. Snyder and Mr. Reed volunteered and the chairman appointed them to make up the nominating committee.

Monthly Updates

- a) Downtown Redevelopment
 - i. Creative Give Back Award – Mr. Hitchin reported that the City was awarded the Creative Give Back grant from Creative Economic Development Consulting of Elkin, NC. The grant consists of \$25,000 worth of marketing services and will be used for developing a marketing strategy for the eastern entrance corridor along Route 250 (East Main Street).
- b) Grow Waynesboro- Ms. Cranor gave an update on the Grow Waynesboro program. The Dreaded Blues Lady has utilized all of her funds and has seen growth in bookings. The City Cow has opened and will have a ribbon cutting on May 3rd. Pyramid has also opened and Blue Ridge Children’s Museum is working on plans for the space they have chosen on Short Street. The Urban Garden Workshop, a past applicant is also moving forward with their business thanks to connections and resources provided by the Grow Waynesboro program.
- c) Tourism- Ms. Cranor reported on tourism. She showed the EDA some digital marketing she has been doing with social media and Google AdWords. She also showed a landing page and mock-ups of the new tourism website which will launch in May. The tourism website is the third of the economic development and tourism office’s five websites to get a refresh in the last few months. The Shenandoah Valley Tourism Partnership has just launched Utrip on their website. Utrip is an itinerary building tool and each locality within the partnership was able to add fifty attractions/restaurants and all lodging is included. The partnership is the first in Virginia to have this tool. The partnership is hosting an event for local media, elected officials and stakeholders to learn more about what the partnership is doing to promote tourism in the Shenandoah Valley. The event will be held on May 10th at the Hotel Madison from 10 a.m. to noon and EDA

members are encouraged to attend if able. The Partnership is also hosting a media tour for travel writers in May. Previous similar tours have resulted in coverage in Recreation News, Southern Living, and Beer Connoisseur. This is a familiarization tour for predominantly "A" list writers to garner PR for our tourism product. Writers will be visiting several spots in Waynesboro. Ms. Cranor asked the EDA to consider a sponsorship of \$200 towards the dinner on May 9th. After a brief discussion, Ms. Radecke made a motion to approve a \$200 sponsorship for a dinner for the travel writers. Mr. Snyder seconded the motion and it passed by unanimous vote.

- d) Industrial Properties – Mr. Hitchin reported that work continues on NCTC, staff will be submitting a final report by the end of June to receive the remaining grant dollars.

Other Business/Discussion

Correspondence and Communication of the Chairman

- a) Next Meeting: May 10, 2019
- b) Shenandoah Valley Tourism Event: May 10, 2019

There being no other business to discuss, Mr. Fridley made a motion to adjourn the meeting. Mr. Reed seconded the motion and the meeting was adjourned at 8:42 a.m.

Respectfully submitted ___/___/____

Certified as approved ___/___/____

Stephanie Duffy
Recording Secretary

Gregory E. Hitchin
Secretary/Treasurer