



FRONT ROYAL ECONOMIC DEVELOPMENT AUTHORITY (FREDA) WORK SESSION MINUTES

Thursday, January 25, 2024, at 9:00am

Town Hall Upstairs Conference Room

The following minutes are a summary of items on the agenda.

This meeting may be viewed in its entirety by accessing the video of the same date online via the Town's website at www.frontroyalva.com.

ROLL CALL PRESENT: Chairman Richard M. Novak
Director Thomas Eshelman
Director Aiden Miller
Director David Gedney
Director Frank Stankiewicz-absent
Director Nicholas C. Bass
Director Robert Elliott- absent

SUPPORT STAFF PRESENT: Town Manager Joseph Waltz
Director of Community Development and Tourism Elizabeth Lewis
Administrative Assistant Hillary Wilfong
IT Director Charles Hutchings

Goal Setting Discussion

Ms. Lewis discussed the goals that were selected from the Comprehensive Plan, and asked the Board to dive in to see what their focus is driven to. Chairman Novak realized after reviewing the goals, that creating a tax base was not on the list. The Board agreed that the focus should be on creating a tax base goal, however they were unsure on how public perception may be with that terminology. Director Bass suggested maybe implementing tax base into the mission or vision statement would be better suited. Mr. Waltz added that creating jobs and focusing on redevelopment and development is an essential goal. Collectively creating a dialogue with existing businesses seems to be a priority. Director Gedney advised that he has already started compiling a list of all the businesses in Front Royal. Director Eshleman also discussed that some of the goals are too "focused" such as recruiting restaurants with a diverse cuisine.

After briefly discussing the goals, the Board agreed to work on a Vision and Mission Statement. Director Bass shared what he had drafted for the Board, and the Board agreed to work from what he had. After reviewing the goals and discussing the direction they wanted to lead the Board in, a draft was created for each the mission and vision to be voted upon at the next meeting.

Vision: To sustain and grow a healthy economy that provides opportunity and protects the characteristics that make Front Royal a unique community.

Mission: To provide leadership necessary for the Front Royal community to optimize economic impact and improvement opportunities.

The Board then discussed what else could be needed to reach the goals, such as Town boundary lines, zones, and a list of available properties. Mr. Waltz will work on getting a list of properties along with some maps.

The Board opened about “re-branding” and a list of potential names were distributed. The name that everyone agreed upon to be voted at the next meeting is “Business Development Board”. The Board also discussed if Front Royal needed to be included in the name. At the time, the Board decided not to include Front Royal in the name. Mr. Waltz will discuss with the Town Attorney how to incorporate the new name into Town Code, followed by a Press Release with the Board’s new name.

Lastly, the Board decided to locate “Themes” from their discussion of goals and form sub-committees. The Board was able to narrow down five driven themes: Workforce Development, Existing Businesses, New Businesses, Infrastructure and Asset Development. These items will be on the agenda for February’s meeting.

Next Meeting

Director Miller made a motion to host the next FREDA meeting on Monday February 5th at noon. Director Eshleman seconded the motion. Motion carried.

Adjourn

Chairman Novak asked for a motion to adjourn at 10:27 am.