Front Royal Economic Development Authority Meeting

Monday, February 5, 2024 @ 12:00pm
Town Hall East Conference Room

1. Roll Call – *Hillary Wilfong*

2. * Approval of Minutes - *I move that FREDA approve the Regular Meeting minutes of January 8th and the Work Session minutes January 25th as presented.*

3. Strategic Planning
   A. *Vision Statement
   B. *Mission Statement
   C. Goal Setting
      - Themes: Workforce Development
        Existing Business
        Future Business
        Asset Development
        Infrastructure

4. Old Business
   A. *Name Change
      - Press Release
   B. Reference Material

5. New Business

6. Open Discussion – *Chairman*

7. Next Meeting – *March 4, 2024 @12:00 pm*

8. Adjourn

** Action Item - Vote*

FRONT ROYAL ECONOMIC DEVELOPMENT AUTHORITY (FREDA) MEETING MINUTES
Monday, January 8, 2024, at 12:00pm
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
Director Nicholas C. Bass
Director Robert Elliott

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

Approval of Minutes

Director Miller moved to approve the minutes from the December meeting, seconded by Director Gedney. All in favor, no opposition, no abstentions. Motion carries.

Election of Officers

Mr. Waltz advised the Board that it would be most practical if we separated the Treasurer and Secretary officers, and advised that the Secretary position be Ms. Wilfong, the administrative assistant, since their primary function is to minutes and correspondence, and that the by-laws permit her to assist the Board.

Director Gedney made a motion to appoint Hillary Wilfong as the board's secretary; Director Bass seconded the motion. All in favor, no opposition, no abstentions. Motion carries.

Director Bass made a motion for Novak to be re-appointed to Chairman; Director Miller seconded the motion. All in favor, no opposition, no abstentions. Motion carries.

Director Eshleman made a motion for Bass to be Vice-Chairman, Director Gedney seconded the motion. All in favor, no opposition, no abstentions. Motion carries.

Director Bass made a motion for Eshleman to be the treasurer, seconded by Director Miller. All in favor, no opposition, no abstentions. Motion carries.

Old Business:

Update on Memorandum of Understanding Revisions:

Mr. Waltz discussed the changes that were made to the MOU. Mr. Waltz objective today is to receive a consensus from the Board on the MOU to then submit to Council. The MOU was distributed at the previous meeting and then emailed to each member prior to today's meeting. The suggested addition of training has been added. Mr. Waltz briefly reviewed the MOU, highlight some terms including the future appropriation and donation of public funds. This would require the staff representative and the Chairman to present the proposed budget for FREDA to Town Council, at which time Council would consider the request. This also included the donation of operational support by the Town, i.e. staff support.

Future donations to Front Royal EDA by the Town, again the Board will come to Town Council with their budget requests.

Chairman Novak questioned if the Board would go to Council this year, Mr. Waltz advised that not likely for this fiscal year, but ideally next budget cycle.

Director Eshleman asked if the Board could have a list of available properties that the Town owns, Mr. Waltz will work on acquiring the list for the next Board meeting.

Director Eshleman made a motion to forward the Memorandum of Understanding to the Town Council. Director Miller seconded the motion. All in favor, no opposition, no abstentions. Motion carries.

<u>Discussion of By-Laws</u>
Mr. Waltz shared that no action is needed today on the by-laws however, after Town Council reviews the MOU, and provides feedback we can then move forward with the By-laws. Mr. Waltz reviewed the changes with the Board.
Director Eshleman asked if we should wait until and if the Board decides to rebrand, would we have to resubmit the MOU. Mr. Waltz shared that he discussed with legal and regarding the parameter of being able to change the name of the Board within Town Code.
The Board approached Mr. George Sonnet, the Town Attorney on guidance regarding changing the name; Mr. Sonnet advised that until the Board nominates him as their legal representative and Council approves his position with FREDA, he will not be able to dive into the specifics.
Mr. Waltz will investigate changing the name or a "doing business as".
The Board agreed to keep the original motion on moving forward with the FREDA MOU.

New Business:
<u>Vision and Mission</u> Ms. Lewis shared the definitions of mission and vision; and asked for input from the Board. Director Bass shared his vision and mission that he drafted of needing leadership and policy recommendations, along with preserving the charm and protecting the character of Front Royal. The Board built off those ideas, and not just being a "bedroom community", meaning people do not just sleep here, but also work and venture out into our town.
<u>Goals</u> The Board decided to review the Comp Plan goals and go around the table and discuss what area they are interested in. The Board agreed on several goals to begin focusing on; Dialog with existing businesses, identify target sectors and infrastructures, create a vibrant downtown, local education for vocation. The Board discussed other ideas such as growing the tax base, attracting workforce talent, and young entrepreneurs.

Open Discussion
Chairman Novak asked how the board would feel about meeting in two weeks for a work session to iron out the vision and goals.

Mr. Waltz advised the Board that they will need to vote on having a regular scheduled meeting monthly, also shared that in the by-laws the Chair and three Board members can call a meeting.

Director Eshleman made a motion to hold the monthly meeting on the first Monday of each month. Director Gedney seconded the motion, All in favor, no opposition, no abstentions. Motion carries.

Next Meeting

The Board agreed to have a work session meeting on January 25th at 9:00am to discuss goals and visions.

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

Adjourn

Chairman Novak asked for a motion to adjourn at 1:37pm, motion made by Director Eshelman and seconded by Director Gedney

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.

FREDA **Item # 3B**

Meeting Date: February 5, 2024

Agenda Item: Mission Statement

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

Recommendation: Approval of Vision Statement from the Board.

FREDA — Item # 3B

Meeting Date: February 5, 2024

Agenda Item: Mission Statement

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

Recommendation: Approval of Mission Statement from the Board.