



Front Royal Economic Development Authority Meeting “Business Development Board”

Monday, June 3, 2024 @ 12:00pm

Town Hall – East Conference Room

View meeting online LIVE at <https://www.frontroyalva.com/673/Town-Hall-Live>

New Business • Existing Business • Workforce • Infrastructure • Asset Development

1. Roll Call – *Hillary Wilfong*
2. *Approval of Minutes - *I move that FREDa approve the Regular Meeting minutes of May 6, 2024.*
3. New Business
 - a. Regional Planning presentation by Ashley Shickle, Strategic Planner with Northern Shenandoah Valley Regional Commission
4. Old Business
 - a. Existing Business Survey Launch
 - b. Blue Ridge Technical Center Tour- June 17th at 1:00pm
 - c. Attorney for FREDa- Ongoing Search
5. Open Discussion – Rick Novack, *Chairman*
6. Next Meeting – Monday, July 1, 2024 @ 12:00pm
7. Adjourn

**Action Item – requires board vote*



FRONT ROYAL ECONOMIC DEVELOPMENT AUTHORITY (FREDA) MEETING MINUTES

Monday, May 6, 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
Treasurer Thomas Eshelman
Director Aiden Miller
Director David Gedney
Director Robert Elliott

ABSENT: Vice Chairman Nicolas Bass
Director Frank Stankiewicz

SUPPORT STAFF PRESENT: Director of Community Development and Tourism Elizabeth Lewis
Executive Administrative Assistant Hillary Wilfong, Secretary
IT Director Charles Hutchings

Approval of Minutes

Director Eshleman motioned to approve the minutes from the regular meeting on April 1st and the work session meeting minutes on March 18th. Director Elliott seconded the motion.

Vote:

Yes - Novak, Eshleman, Gedney, Miller, Elliott

No - N/A

Absent - N/A

Abstain - N/A

Discussion: Chairman Novak requested that the titles of Vice Chairman and Treasurer be included in the roll call.

Director Eshleman made a motion to amend the agenda by considering old business before new business due to the late arrival of the presenter for New Business. Motion seconded by Director Miller.

Old Business

Existing Business - Survey Questions:

Ms. Lewis presented and distributed the business cards for the survey for local businesses to participate and shared that the survey is live. The Board discussed the duration of the survey, agreeing to keep it open until June 14th, with a potential extension to June 28th. Director Elliott inquired about the best methods to promote the survey, with Ms. Lewis suggesting leveraging Town social media and possibly collaborating with the Chamber of Commerce for an email list. Ms. Lewis also shared a draft press release, which the Board agreed to review and submit any suggestions by Tuesday morning, May 7th.

Additionally, Ms. Lewis proposed utilizing the Royal Examiners' "Town Talk" platform to spread the word, with Chairman Novak, Treasurer Eshleman, and Ms. Lewis scheduling a date to discuss the Business Development Board.

Chairman Novak emphasized the importance of personally engaging with local businesses to encourage participation in the survey.

Workforce Development:

Ms. Lewis briefed the Board on their recent tour of Laurel Ridge Community College on April 18th, highlighting the educational resources available. The Board agreed to schedule a tentative tour of Blue Ridge Technical Center on June 7th at 10:00 am, with Ms. Lewis to confirm if an alternate date is necessary.

New Business

Development Projects - Review of Special Use Permit (CCC Enterprises LLC of VA):

Lauren Kopishke, Director of Planning and Zoning, presented a proposed plan from CCC Enterprises LLC of VA to convert a three-story motel into a 39-unit apartment building located at 10 S. Commerce Avenue. The Planning Commission recommended approval following a Public Hearing on April 17th. The staff supported the conversion as it aligns with the Comprehensive Plan and could stimulate further redevelopment in the downtown area. The applicant must provide adequate off-street parking as per 148-870 Parking and Loading Areas.

The Board discussed how the conversion aligns with the Front Royal Economic Development Authority Goals and unanimously supported the Planning Commission's recommendation.

Treasurer Eshleman made a motion that the Business Development Board hereby declares its full support for the Planning Commission's recommendation for Town Council approval of Special Use Permit #2400207 for the renovation of a 39-unit apartment building located at 10 S. Commerce Avenue. Director Elliott seconded the motion.

Vote:

Yes - Novak, Eshleman, Gedney, Miller, Elliott

No - N/A

Absent - N/A

Abstain - N/A

Attorney for the Front Royal Economic Development Advisory Board:

Ms. Lewis informed the Board that Town Manager Mr. Waltz is seeking legal counsel for the Board, focusing on Economic Development. Board members were encouraged to forward recommendations within the Shenandoah Valley to Mr. Waltz.

Open Discussion

Chairman Novak announced his upcoming vacation and requested another Board member to chair the next meeting.

Next Meeting

The next regular meeting for FREDa will be on June 3, 2024, at Noon.

Adjournment

Chairman Novak called for a motion to adjourn at 12:59 pm, motion made by Director Miller and seconded by Treasurer Eshleman.