



FRONT ROYAL ECONOMIC DEVELOPMENT AUTHORITY (FREDA) MEETING MINUTES

Monday, July 1, 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: Vice Chairman Nicolas Bass
Treasurer Thomas Eshelman
Director Aiden Miller
Director Robert Elliott
Director Frank Stankiewicz

ABSENT: Chairman Richard M. Novak
Director David Gedney

SUPPORT STAFF PRESENT: Town Manager, Joe Waltz
Director of Community Development and Tourism Elizabeth Lewis
Executive Administrative Assistant Hillary Wilfong, Secretary

Approval of Minutes

Director Eshleman motioned to approve the minutes from the regular meeting on June 3rd. Director Miller seconded the motion.

Roll Call

Vote:

Yes- Bass, Eshelman, Elliott, Miller, Stankiewicz

No - N/A

Absent – Novak, Gedney

Abstain – N/A

New Business

Review of Town Projects

Mr. Waltz addressed the Board on the presentation that he initially started to present, however after working on the project he realized how many projects that the Town is working on including future projects. Mr. Waltz noted that he would need more time to complete the presentation, however, will have it by the next Board meeting.

Old Business

Existing Business Survey

Ms. Lewis updated the Board on the current number of survey responses, totaling 27. She requested an

extension for the survey to gather more data. She also asked the Board for ideas to increase survey participation.

- **Director Bass** suggested extending the survey reach to Riverton Commons.
- **Director Eshelman** suggested contacting Warren Report to share the survey, but emphasized direct outreach to businesses as the best approach.
- The Board discussed utilizing the Government TV channel for promotion. Mr. Waltz will explore establishing a government channel through Brightspeed, Xfinity, or Glofiber.

Blue Ridge Technical Center

Ms. Lewis asked for feedback on the June 17th tour of the Blue Ridge Technical Center. The Board found the tour informative and agreed on the value of continued adult education courses taught by local professionals to retain jobs within the Town and County. Director Bass suggested that having Union trade workers available to teach the classes could be a valuable incentive. However, Director Stankiewicz disagreed, emphasizing the importance of keeping the jobs and trade local. They discussed potential support for the technical center, including financial or grant assistance. Ms. Lewis noted that she does not believe the technical center is currently interested in expanding adult education. Mr. Waltz suggested promoting the opportunities and courses offered by the Blue Ridge Technical Center to business owners.

Attorney for FREDA

Mr. Waltz updated the Board on the ongoing search for an attorney. He has contacted several candidates in the Shenandoah Valley area and is currently in discussions with a promising candidate. He hopes to secure an attorney by the next meeting.

Open Discussion

Director Eshelman raised concerns about funding for FREDA, noting that no funds were allocated to the Board at the recent Town Council meeting. Mr. Waltz confirmed this but stated that securing funding for FREDA is a goal of the Town Council.

Director Eshelman also praised the Town Council and Planning Commission for approving a special use permit for Baymont Inn to convert a motel into a 39-unit apartment building.

Next Meeting

The next regular meeting for FREDA will be on August 5, 2024, at Noon.

Adjournment

Vice Chairman Bass called for a motion to adjourn at 12:27 PM. Director Stankiewicz made the motion, seconded by Director Miller.