



FRONT ROYAL ECONOMIC DEVELOPMENT AUTHORITY (FREDA) MEETING MINUTES

Monday, December 2nd 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
Vice Chairman Nicolas Bass
Director Robert Elliott
Director Aiden Miller
Director David Gedney

ABSENT: Treasurer Thomas Eshleman
Director Frank Stankiewicz

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

Approval of Minutes

Director Miller motioned to approve the minutes from the regular meeting on November 5, 2024, with the correction that the approval of the minutes was made by Director Bass, not Director Gedney. Director Bass seconded the motion.

Roll Call Vote:

- **Yes:** Novak, Bass, Elliott, Miller
- **No:** None
- **Absent:** Eshleman, Stankiewicz
- **Abstain:** Gedney

Old Business

Existing Business Survey Update

Ms. Lewis reported that the number of mailers were now sent to 954 businesses in town resulting in 32 additional surveys returned with 46 of them utilizing the QR code. She will present the received data at the next meeting.

Retail Recruitment Update

Ms. Lewis provided an update on the contract with Retail Strategies, stating that it is in the final review stages. The account manager will review the contract before sending it back to staff for further review. A kickoff meeting will be scheduled, attended by Ms. Lewis, Mr. Waltz, and select Board members.

Chairman Novak asked if a presentation on the next steps could be provided to the Board after the contract is signed, to ensure alignment with the Board's vision. Ms. Lewis agreed to try to arrange this. Director Elliott inquired about retaining access to the data collected by Retail Strategies. Mr. Waltz confirmed that, since the Town drafted the contract, it is likely the Town will retain access to the data, however will follow up to confirm.

Open Discussion

Chairman Novak asked Mr. Waltz to discuss the ongoing trash issues on Main Street. Mr. Waltz preferred to address this after the Town Council meeting, where the matter would be discussed further. Chairman Novak mentioned that past issues with apartment residents improperly disposing of trash had created problems with rodents and blocked mobility downtown. To address this, the Town placed dumpsters in several areas.

This year, the Town mailed letters to business owners inviting them to participate in a forum on a solid waste study, but attendance was low. Director Gedney expressed confusion about the budget deficit. Mr. Waltz explained that some of the deficit resulted from the County's tipping fee, which began on July 1 and led to an increase in costs. He also clarified that the Town had four refuse collection tiers, and while not perfect, the Town has been working to address the issue. Chairman Novak suggested a potential solution could involve business dumpsters being placed on Town property, though space constraints would need to be considered. Mr. Waltz agreed and encouraged everyone to attend the Town Council Work Session that evening to hear further discussion.

Ms. Lewis asked the Board if they would be interested in participating in a "Lunch and Learn" event with the Chamber of Commerce or other organizations to share ideas and thoughts about the Town.

New Business

FOIA Training

The Board invited Joseph Underwood from the Virginia Freedom of Information Act (FOIA) Council to provide the mandatory training for local officials, as required every two years.

Next Meeting

The next scheduled meeting will be Monday, January 6, 2025, at Noon.

Adjournment

Chairman Novak called for a motion to adjourn at 1:38:36 PM. Director Bass moved to adjourn, and Director Gedney seconded the motion. The meeting was adjourned.