



**FRONT ROYAL ECONOMIC DEVELOPMENT AUTHORITY (FREDA) WORK SESSION
MEETING MINUTES**

**Monday, August 18th 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 Robert Elliott
Director David Gedney

ABSENT: Vice Chairman Nicholas Bass
Director Frank Stankiewicz
Director Aiden Miller

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

Designing New Business Brochure

Ms. Lewis distributed examples of business start-up guides from other localities to gather input on what direction the Board preferred.

- Warren County EDA Guide: Ms. Lewis presented a previous guide produced by the Warren County EDA on how to start a business in Front Royal or Warren County. The Board agreed the content was helpful but noted it would need to be updated.
- Waynesboro Guide: Ms. Lewis shared Waynesboro's version, which was designed as a "road map" with extensive text. The Board liked the creative presentation but preferred a simpler format for Front Royal's guide.
- Director's Input: Director Eshleman provided his thoughts on what should be included in the guide.
- Fauquier County Website: Ms. Lewis also displayed Fauquier County's website, which featured a bullet-point layout. The Board responded positively to the clarity of this approach.

Board Consensus:

- The Board agreed it would be beneficial to provide both a printable guide (styled like a road map) and a digital version (featuring bullet points) on the website.
- Chairman Novack asked Town Manager Petty for his perspective. Mr. Petty agreed that a guide would be a valuable tool but emphasized the importance of clearly identifying who to contact for further information.
- The Board discussed possible contacts, including the Small Business Development Center (SBDC) and a local director such as Ms. Lewis. The Board agreed that the SBDC should be highlighted in the packet as an excellent resource.
- The Board also discussed incorporating local resources into the guide.

Ms. Lewis will prepare a draft guide for presentation at the next meeting.

Adjournment

Director Eshelman moved to adjourn the meeting at 1:04PM. The motion was seconded by Director Gedney and passed unanimously.