FRONT ROYAL ECONOMIC DEVELOPMENT AUTHORITY (FREDA) MEETING MINUTES
Monday, November 3rd 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 Nicholas Bass
Director Aiden Miller
Director Frank Stankiewicz
Director David Gedney
Director Robert Elliott

ABSENT: Director Thomas Eshelman

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

Approval of Minutes

Director Miller moved to approve the minutes of September 8th regular meeting. The motion was seconded by Director Bass.

Roll Call Vote:

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

The motion passed.

Ongoing Business

VDOT SMART SCALE Presentation – Adam Campbell

Adam Campbell with the Virginia Department of Transportation (VDOT) provided an overview of the SMART SCALE project proposed for the South Street (Route 55) corridor in Front Royal. The project, originally submitted to the Town in 2022, aims to improve safety and access management along the corridor, with a focus on the entrances and exits serving the Royal Plaza Shopping Center. Planned improvements include raised medians that will also function as pedestrian refuge areas, reducing conflict points and supporting enhanced traffic flow. VDOT will conduct updated traffic

counts—replacing the most recent study completed in 2015—and will utilize traffic simulation software to illustrate the project's anticipated operational benefits. The project is fully funded through the SMART SCALE program, with an estimated cost of approximately $3.24 million.
Campbell noted that the project received strong SMART SCALE scoring due to its safety enhancements, congestion-mitigation benefits, and alignment with state priorities concerning accessibility and economic development. Preliminary engineering is underway, and construction is anticipated to begin in June 2028. The Board discussed the significance of this investment for the South Street corridor and recognized its potential to improve pedestrian connectivity and support future development.

Ongoing Business
New Business Brochure
The Board discussed finalizing the *New Business Blueprint* brochure and distributing it to local businesses as soon as possible. Board members will submit any additional comments or revisions to Ms. Lewis prior to the next meeting.

Existing Business, Workforce, Infrastructure
There were no new updates or discussion under these item.

Asset Development
Ms. Lewis informed the Board that Michael Warsaw, Senior Portfolio Director with Retail Strategies, will present at the December meeting to provide updates on recent outreach and discussions conducted on behalf of the Town. He will also present separately to Town Council in December. Ms. Lewis noted that this presentation will be a valuable opportunity for the Board to engage in open discussion regarding priorities and deliverables as they consider future contract renewal.
Ms. Lewis also shared that she has received the most recent quarterly report from Retail Strategies and will distribute a redacted version to the Board.

Open Discussion
Chairman Novak inquired whether the Town's Special Event Policy requires notification of Main Street business owners prior to events, noting that some events provide advance notice while others do not. Ms. Lewis stated that she maintains an email list of downtown businesses and shares event information when available. Director Gedney expressed appreciation for these communications but noted that updates are sometimes inconsistent. Ms. Lewis acknowledged this and shared that she is working to improve the notification process.

Next Meeting
- Regular Board Meeting: Monday, December 1, 2025, at 12:00 PM

Adjournment
Director Miller moved to adjourn the meeting at 1:10 PM. The motion was seconded by Director Stankiewicz and carried unanimously.