



MEETING OF THE ECONOMIC DEVELOPMENT AUTHORITY BOARD OF DIRECTORS

Agenda

Tuesday, September 19th, 2023 @ 6:30 pm
Stanardsville Townhall
19 Celt Rd, Stanardsville, VA 22973

I. Call to Order

- A meeting of the Economic Development Authority Board of Directors was held at the Town Hall on Tuesday, September 19th, 2023. Call to order was 6:38pm with Mr. James Tsikerdanos, Chairman, presiding.

II. Record of Attendance

- Members in Attendance: Mike Payne, Whitt Ledford, Paul Reickart, Matthew Sweetanos, Rachel Clancy, Corey Jacober
- Non-Members in Attendance: Alan Yost

III. Acceptance of Minutes

- Mr. Ledford made a motion to accept the July Meeting minutes. Mr. Reickart made a second motion. The board voted unanimously to approve the minutes.

IV. Review Financials

- Mr. Payne made a motion to approve the financials. Mr. Ledford made a second motion to approve the financials. The board voted unanimously to approve the financials.

V. Reports of Officers, Committees and the Economic Development Department Director

- Mr. Yost gave business updates on several businesses. The Moo Thru and MedExpress businesses have pulled out of their projects and will no longer be coming to Ruckersville. Harley Davidson, Sunbelt, and Clayton Homes are working through their site plans. Wawa will be breaking ground soon and the Villages at Terrace Greene have begun building. They will be putting townhomes up first and putting the pads down for the retail spaces.
- Mr. Payne discussed the Blue Ridge Meadows PUD being voted down and the importance the project had on improving the town infrastructure, bringing new residents to the area, and a small park. Discussion continued around how this type of vote was inconsistent with the goals of the Comprehensive Plan and caused conflict with the economic development of the county. A motion was made by Mr. Reickart to send a letter the Board of Supervisors asking for clarity as to what plan we should be following and to reconsider the PUD vote. Mrs. Clancy made a second motion for the letter. Mr. Sweetanos, Mr. Jacober, Mrs. Clancy, Mr. Reickart, Mr. Ledford, and Mr. Tsikerdanos voted in favor for the letter with Mr. Payne abstaining due to his role as Mayor of Stanardsville. The motion passed.

VI. Comments from the Public

- Mr. Tsikerdanos opened the comments from the public. We had three speakers.
- Mr. Todd Sansom spoke to the board asking we be more vocal about the importance of being business friendly and how we needed to let more people know Greene is open for business. He felt the board was aligned with the proper economic priorities given the letter to be drafted to the BOS.

- Mr. Yost thanked the EDA for putting up the funds for the concept plan that helped bring the Villages at Terrace Greene to reality.
- Mr. Payne invited the board to the Stanardsville Town Forum October 28th at the Greene Commons.
- Mr. Tsikerdanos closed comments from the public section of the meeting.

VII. Old Business

- CBL Launch Grant
 - Mr. Yost opened the discussion about the Community Business Launch Grant. STAR was the fiscal agent for the grant and Economic Development is the operator of the launch event. STAR was awarded \$60,000 and they will need to raise a \$40,000 match for the program. The EDA will be asked to cover \$20,000 of the matching funds to be voted on in the November EDA meeting. Potential entrepreneurs will sign up to take business classes through the Small Business Development Center and will culminate in a business pitch competition. There will be an awarding of two \$20,000 grants and two \$10,000 grants. Any of the pitch competition businesses will have the option of taking advantage of the SBDC paid mentors program. Businesses will need to be brick and mortar businesses located in the main street area of Stanardsville. Mr. Yost then opened the discussion to the board.
 - Members discussed the potential businesses the town might like to see. Mr. Reickart, Mr. Payne, and Mrs. Clancy stressed the importance of a brewery or restaurant-type business. They also discussed creative base businesses such as sip and paint, DIY pottery, music shop, cooking classes, and artist-based businesses. These were identified as potential businesses that would do well between residents and tourists.
 - Mr. Ledford made a point about developing a framework for the program to help guide what businesses might be successful. That creating a matrix that showed what businesses existed already, properties available for new businesses, and what businesses might do well.
 - Mrs. Clancy made points about the importance of improving the or highlighting the public parking in the area. She discussed the importance of a strong marketing concept. That we look at holding open forums with the Chamber of Commerce and networking groups to capture feedback and encourage business owners to promote the event. There was discussion about sending mail to local businesses and creating a social media marketing campaign that we can easily ask other businesses to promote.
 - Mr. Yost asked everyone to keep sending ideas and promote the program to others. Mr. Tsikerdanos will start an email chain with the EDA members for business ideas, marketing ideas, and upcoming business forums. He would also prepare the letter to the BOS.
 - Mr. Ledford gave an update on the shared kitchen concept. Carver Center is doing really well and that we should explore a MOU with the Tech Center.

VIII. Next Meeting

- Tuesday, November 21th, 2023 at 6:30 pm

IX. Adjournment

- Mr. Reickart made a motion to adjourn the meeting. Mr. Jacober made a second motion. The board voted unanimously to adjourn.