



GREENE COUNTY ECONOMIC DEVELOPMENT AUTHORITY

Special Meeting of the EDA Minutes

Tuesday May 5, 2020, @ 6:30 p.m.

Due to Covid-19, this meeting was held via Zoom Video Conference.

CALL TO ORDER

- A meeting of the Economic Development Authority Board of Directors was held via Zoom Video Conference, Tuesday, May 5, 2020. Call to order at 6:35 pm with Mr. Michael Payne, Chairman, presiding.

RECORD OF ATTENDANCE

- **Members in Attendance:** Michael Payne, Matt Sweetanos, Matt Dillon, James Tsikerdanos, Julia Roberts
- **Members not in Attendance:** Whitt Ledford, Gretchen Scheuermann
- **Non-Members in Attendance:** Alan Yost, Diana Gamma, Jay Willer, Bill Martin

ACCEPTANCE OF MINUTES

- N/A

FINANCIALS

- N/A

REPORTS OF OFFICERS, COMMITTEES, and the ECONOMIC DEVELOPMENT and TOURISM DIRECTOR

- N/A

COMMENTS FROM THE PUBLIC

- None

OLD BUSINESS

- Relaunch Greene
 - Mr. Yost requested time to speak about Relaunch Greene campaign. He shared updates on discussions had with a group made up of Greene Chamber, EDA, Tourism Council, and local Business members to brainstorm on how to relaunch Greene and what to do now to help businesses and to help later when the stay at home orders are lifted. Different components include campaign name, events, and how to help businesses pivot to online eCommerce. Mr. Yost presented a potential website with the goal to link a business directly to their eCommerce account; if no e-Commerce account, the link would be to a website, email, phone number, Facebook page. The website will be presented to the group on Wednesday, May 6, to get feedback and then this information will be taken to the EDA, Greene Chamber, and Tourism Council boards. Mr. Payne asked if there is a code of conduct or memorandum of understanding for a business to be listed on the website? Mr. Yost believes that the only requirement to be listed on the website is that a business has a business license/business certification/legally set up with the County's requirements.

NEW BUSINESS

- Evaluation of regional Covid-19 impacts and responses – Mr. Sweetanos presented a Power Point on Covid-19 micro loans from counties with programs and their program details including Charlottesville/Albemarle, Waynesboro, Augusta County, Culpeper, and Staunton. His discussion points at the end of the presentation included:
 - Total amount of funds to commit
 - Size of loan
 - Repayment term
 - Repayment start
 - Qualifications to apply
 - Ability to repay criteria if required
 - Who evaluates the documents
 - Credit report requirements & how to obtain one
 - Restricted funds use or documentation of use
 - Other issues

Lengthy discussion commenced but specifics were ultimately put on hold until a decision on how to handle the administration (tracking, monitoring, collecting) of the loans using a bank or 3rd party loan administrator could be determined. Mr. Yost said he would reach out to CIC as a potential 3rd party administrator. Mr. Sweetanos made a motion to carve out \$10,000 of the budget to be dedicated to community programs related to Covid response. Mr. Dillon seconded. Motion passed.

- Discussion of modification of revolving loan program – Last meeting there was a request from a business seeking assistance of \$8425 for one-year advertising of a billboard. Mr. Payne asked if there is any desire to discuss or take this up as an action. Mr. Payne asked Mr. Yost's opinion on Tourism taking over the billboard. Mr. Yost is against this due to an informal non-compete policy in the region for Tourism; he does not feel it's appropriate. Mr. Payne asked Mr. Yost to contact his counterpart in Rockingham to see if they would be agreeable to us making use of the billboard with the understanding of why it would be taken over; Mr. Payne noted that the Visitor Center presently has pamphlets for Grand Caverns, Luray Caverns and the battlefield over in Harrisonburg. Mr. Yost is not comfortable doing this. Mrs. Roberts was not in favor of giving \$8425 to one business but rather adding it to the \$10,000 discussed earlier for programs in Greene. Mr. Yost asked if a loan rather than a gift would be considered. Mr. Dillon stated that the ask was not for a loan; he was not convinced that the email was even a request. Mr. Dillon does not believe this is a discussion that should be entertained right now. Mrs. Roberts agreed. Mr. Dillon made a motion to decline the request. Mrs. Roberts seconded. Motion passed.

NEXT MEETING DATE

- The next meeting will be on Tuesday, July 21, 2020, at 6:30 p.m., location to be determined.

ADJOURNMENT

- Mrs. Roberts moved to adjourn. Matt Sweetanos seconded. Motion passed. Meeting adjourned at 8:22 pm.