Front Royal Economic Development Authority Meeting
"Business Development Board"

Monday, March 3, 2025 @ 12:00pm

Town Hall – East Conference Room

View meeting online LIVE at https://www.frontroyalva.com/673/Town-Hall-Live

New Business • Existing Business • Workforce • Infrastructure • Asset Development

1. Roll Call – *Hillary Wilfong*

2. *Approval of Minutes - *I move that FREDA approves the Regular Meeting minutes of February 3, 2024.*

3. Existing Business
    a. Retail Strategies Update- *Lizi Lewis Director of Community Development and Tourism*

4. New Business
    a. Program Introduction to People Inc- *Leslie Currle*

5. Ongoing Items Update
    a. Energy Services Update
    b. 2019 Parking Study

6. Open Discussion – *Rick Novak, Chairman*

7. Next Meeting – Monday, April 7, 2025 @ 12:00pm

8. Adjourn

**Action Item – requires board vote*

FRONT ROYAL ECONOMIC DEVELOPMENT AUTHORITY (FREDA) MEETING MINUTES
Monday, February 4th 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 Frank Stankiewicz
Director David Gedney

ABSENT: Director Robert Elliott
Director Aiden Miller

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

Approval of Minutes
Director Eshleman motioned to approve the minutes from the regular meeting on December 2, 2024. The motion was seconded by Director Bass.

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

Election of Officers
Director Eshleman made a motion to reappoint the same four officers to their previous roles. Director Gedney seconded the motion. The reappointed officers are:
- **Chairman:** Rick Novak
- **Vice Chairman**: Nick Bass
- **Treasurer:** Thomas Eshleman
- **Secretary:** Hillary Wilfong

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

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Old Business

Existing Business Survey Update

Ms. Lewis reported that 68 survey responses have been received, with no new submissions in the past 45 days. She compiled a 19-page summary of the collected data. Chairman Novak inquired whether responses were linked to survey takers. Ms. Lewis confirmed that while the system identifies participants, their responses remain confidential. The Board agreed to keep the survey open, and Ms. Lewis will email the current summary to the Board.

Retail Recruitment Update

Ms. Lewis provided an update on Retail Strategies, stating that she had a kickoff phone meeting to discuss next steps. A meeting with the Chairman and Vice Chairman will be scheduled for later this week. Retail Strategies has begun collecting data in their "Basecamp" system and will be in Front Royal on February 18-19. Additional meetings include:

- February 18: In-depth planning session with Ms. Lewis
- February 19: Site visits to Front Royal real estate properties

Ms. Lewis will keep the Board informed of further updates. Director Eshleman mentioned that he spoke with the property manager of a local retail site going out of business and will pass along their contact information to Retail Strategies.

New Business

Front Royal Zoning Matrix

Director of Planning and Zoning, Lauren Kopishke, presented a zoning chart used by her department and the Planning Commission. She explained various zoning classifications and fielded questions. Ms. Kopishke stated that the Planning Commission is currently reviewing zoning uses and will propose necessary changes to the Town Council. She invited the Board to submit suggestions.

The Board raised several questions about the Planned Neighborhood Development (PND) zoning district. Ms. Kopishke explained that PND zoning allows for greater flexibility in land development, enabling mixed-use communities with various housing types, commercial spaces, and open areas. The current requirement is a minimum of 20 acres.

The Board discussed compiling a document with recommendations for the zoning matrix, including:

- Data centers
- Event businesses as a secondary use
- Reducing the acreage requirement for PND zoning

Open Discussion

Chairman Novak suggested inviting a representative from Energy Services to a future meeting to discuss net metering and solar panels. Ms. Lewis will coordinate this.

Chairman Novak also mentioned the need for discussions on downtown parking solutions, including potential additional parking or a parking garage.

Director Gedney raised concerns about waste management downtown. Ms. Lewis and IT Director Charles Hutchings explained that the Town Council recently reclassified businesses into different waste management tiers. Businesses placed in the highest tier have 60 days from the January meeting to respond to their rate assessment and may opt to use private dumpsters.

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Next Meeting
The next scheduled meeting will be Monday, March 3, 2025, at Noon.

Adjournment
Chairman Novak called for a motion to adjourn at 12:44 PM. Director Stankiewicz moved to adjourn, and Director Gedney seconded the motion. The meeting was adjourned.

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