Front Royal Economic Development Authority Regular Meeting
"Business Development Board"

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

Monday, September 8, 2025 12:00 PM

1. Roll Call– *Hillary Wilfong*

2. Ongoing Business-
    - New Business
        - Brochure
    - Existing Business
    - Workforce
        - Worlds of Work- October 2, 2025
    - Infrastructure
    - Asset Development
        - Retail Strategies
3. New Business
4. Open Discussion- *Rick Novak, Chairman*
5. Adjourn

Next Regular Meeting – Monday, October 6th @ 12:00pm

FRONT ROYAL ECONOMIC DEVELOPMENT AUTHORITY (FREDA) MEETING MINUTES
Monday, August 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 Nicholas Bass
Director Thomas Eshelman
Director Robert Elliott
Director Aiden Miller
Director Frank Stankiewicz
Director David Gedney

ABSENT:

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

Approval of Minutes
Director Miller moved to approve the minutes of July 7, 2025, regular meeting. The motion was seconded by Director Bass.
Roll Call Vote:

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

The motion passed.

Existing Business
Business Retention Project
Ms. Lewis distributed an outdated "Guide to Starting a Business in Front Royal" brochure. The Board reviewed the brochure and agreed it needs to be updated and completely redesigned. The Board suggested holding a special work session to draft a new flyer. Ms. Lewis encouraged members to submit ideas to help streamline the process.

EDA Web Presence
Ms. Lewis shared the draft Flowpage for the Front Royal Economic Development Board, noting that it is live but not yet publicly shared. The page currently includes the Town website, new business navigator

tools, the business owner survey, and development opportunities. The Board expressed support for the Flowpage, agreeing it will be a valuable and regularly updated tool.

Worlds of Work
Ms. Lewis provided details about the upcoming Worlds of Work event scheduled for October 2, 2025. This regional career expo will bring together businesses, educators, and economic development partners from surrounding counties. Exhibitors will feature interactive displays, equipment, and vehicles to give local eighth-grade students hands-on exposure to various career paths. Ms. Lewis shared the list of Front Royal businesses already participating and asked the Board for additional contacts to invite.

New Business
Presentation from Small Business Development Center – Andy Gyurisin
Mr. Gyurisin introduced himself as Director of the Laurel Ridge Small Business Development Center (SBDC), which operates within Laurel Ridge Community College and is funded by federal, state, and local partners. The SBDC is a federally funded grant program established for 25 years, with over 25 centers statewide and more than 400 local clients served annually. The center offers free, confidential one-on-one counseling, classes, and group instruction—primarily for new and existing small business owners—covering business planning, marketing, financial forecasting, succession planning, and emerging tools such as AI. The Board thanked Mr. Gyurisin and expressed enthusiasm for working with him in the future.

Open Discussion
Chairman Novak led a discussion on improving the agenda format to keep the Board focused on its core goals and mission. He proposed using a checklist to track unfinished items and upcoming initiatives. Director Gedney supported the idea and suggested rotating through the Board's five main objectives: New Business, Existing Business, Workforce, Infrastructure, and Asset Development. Director Eshelman agreed that a checklist would be beneficial for tracking progress. Ms. Lewis confirmed that restructuring the agenda would not be an issue.
Chairman Novak also distributed a Northern Virginia Technology Council study, *Impact of Data Centers on Virginia's State and Local Economies* (April 2024), which the Board thanked him for sharing.
Ms. Lewis noted that the Planning Commission will meet on Wednesday, August 6, to discuss the text amendment for data centers and invited Board members to attend.

Next Meetings
- Special Work Session: Monday, August 18, 2025, at 12:00 PM
- Regular Board Meeting: Monday, September 8, 2025, at 12:00 PM

Adjournment
Director Eshelman moved to adjourn the meeting at 1:15 PM. The motion was seconded by Director Miller and passed unanimously.

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.