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, November 3, 2025 12:00 PM

1. Roll Call– *Hillary Wilfong*
2. *Approval of Minutes - *I move that FREDA approves the Regular Meeting minutes of October 6, 2025.*
3. New Business-
    - VDOT SMART Scale Presentation – Adam Campbell
4. Ongoing Business-
    - New Business
        - Business Blueprint Brochure
    - Existing Business
    - Workforce
    - Infrastructure
    - Asset Development
        - Retail Strategies
5. Open Discussion
6. Adjourn

Next Regular Meeting – Monday, December 1st @ 12:00pm

FRONT ROYAL ECONOMIC DEVELOPMENT AUTHORITY (FREDA) MEETING MINUTES
Monday, October 6th 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:

Vice Chairman Nicholas Bass
Director Thomas Eshelman
Director Aiden Miller
Director David Gedney

ABSENT: Chairman Richard M. Novak
Director Robert Elliott
Director Frank Stankiewicz

SUPPORT STAFF PRESENT: Town Manager Joe Petty
Executive Administrative Assistant Hillary Wilfong, Secretary

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

Roll Call Vote:

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

The motion passed.

Ongoing Business
New Business Brochure
The Board was presented with the updated *New Business Blueprint* brochure. Overall, members were pleased with both the design and the content. The Board requested a digital copy so they can provide additional feedback and suggested edits to Ms. Lewis.

Existing Business
The Board discussed updates regarding Retail Strategies and whether any new information had been received. Members noted that the current contract will soon be up for renewal and emphasized the

importance of discussing whether to continue the partnership at the next meeting.
The Board also requested that a copy of the contract and deliverables be shared via email after the meeting so each member may review them prior to that discussion.

Infrastructure
Director Bass followed up on the VDOT South Street SMART Scale project, noting ongoing efforts to have a VDOT representative attend a future meeting to provide further details. Mr. Petty continues to coordinate this.

The Board also discussed the 8th Street Bridge project, noting visible progress and a projected completion date of February 2026.

Director Gedney raised a concern about recent pedestrian incidents in the area, referencing news reports. Mr. Petty acknowledged that pedestrian safety is a growing concern in many localities and noted that the Town continues to work closely with VDOT and the Police Department. He added that additional flashing crosswalk signs have recently been installed to enhance safety.

Mr. Petty also shared that festive leaf designs were painted on the roadway from John Marshall Highway to Main Street in celebration of the Festival of Leaves and to help direct visitors and tourists traveling to Skyline Drive to visit Main Street.

Asset Development
The Board discussed several new businesses opening in Town, including a specialty card shop focused on Pokémon cards, which has gained popularity. Director Eshleman also noted that the former paint store is being renovated into a new restaurant.
Other updates included:

- Pick of the Litter Thrif*t Store* has relocated downtown.
- A new wine store recently opened downtown.
- Renovations continue at the Murphy Theater and progress is ongoing at the Afton Inn.

The Board inquired about any updates regarding the former BB&T Bank building, noting visible work on the property. No new information was available at this time.

New Business
The Board discussed finalizing the *New Business Blueprint* brochure and distributing it to local businesses and getting it out as soon as possible.

The Board also discussed the upcoming busy tourism season, including the Festival of Leaves and Dancing Downtown events, which together attract approximately 17,000–18,000 visitors. Members also noted that the Homesteaders of America Conference, held the second weekend in October, draws a large crowd. The Board discussed visitor accommodations for these events and expressed that having a hotel within Town limits would be highly beneficial.

Open Discussion
The Board discussed the possibility of conducting a parking study. Mr. Petty shared that the Town's Planning and Zoning Department is currently working on a transportation study, which includes an evaluation of public parking downtown, identified as the area with the greatest need.

Mr. Petty noted that parking along Jackson Street is typically underutilized. Director Eshleman inquired about the County's plans for the former Police Department property, suggesting it could serve as an

excellent location for additional parking. Mr. Petty stated that he was unaware of the County's intentions but agreed it could be a good fit for court and public parking, and said he would consider reaching out for more information.

Next Meeting

- Regular Board Meeting: Monday, November 3, 2025, at 12:00 PM

Adjournment

Director Miller moved to adjourn the meeting at 12:25 PM. The motion was seconded by Director Gedney and passed unanimously.