TOWN OF BOWLING GREEN
ECONOMIC DEVELOPMENT AUTHORITY MEETING

A G E N D A

Wednesday, September 09, 2026
6:00 PM

CALL TO ORDER:

Reading, (if required by a Director), approval and correction of the minutes of the last regular meeting and any special meetings held subsequent to the last regular meeting:

1. Minutes- August 12

CITIZEN COMMENTS (EACH SPEAKER NOT TO EXCEED 3 MINUTES):

PRESENTATIONS (not to exceed 15 minutes):

Virginia Innovation Crossroads, Tom Scott

TREASURER'S REPORT:

CHAIRPERSON'S REPORT:

NEW BUSINESS:

2. Introduction- Economic Development Coordinator,India Adams-Jacobs

COMMITTEE REPORTS:

OLD BUSINESS:

ADJOURNMENT:

TOWN OF BOWLING GREEN
ECONOMIC DEVELOPMENT AUTHORITY MEETING

M I N U T E S

Wednesday, August 12, 2026
6:00 PM

ATTENDEES: Chair Jason Manns, Director Jessica Beale, Director Katrice Howard, Director Randy Hageman, Director David Storke

ABSENT: Director Mary McManus, Director Kyaer Lee

STAFF: India Adams-Jacobs, Town Manager; Kelly Efco, Economic Development Coordinator

CALL TO ORDER:

- The Economic Development Authority Meeting was called to order by Chair Jason Manns. A quorum was established.

Reading, (if required by a Director), approval and correction of the minutes of the last regular meeting and any special meetings held subsequent to the last regular meeting:

1. Minutes- April 8, 2026

- A motion to approve the April 8, 2026, meeting minutes as presented was made by Chair Jason Manns and seconded by Director Randy Hageman. Following a roll-call vote, the motion carried unanimously.

CITIZEN COMMENTS (EACH SPEAKER NOT TO EXCEED 3 MINUTES):

None.

PRESENTATIONS (not to exceed 15 minutes):

Virginia Department of Housing and Community Development - Kyle Meyer

- Kyle Meyer, Virginia Department of Housing and Community Development, presented an overview of the Virginia Main Street program and the respective roles of local government, an economic development authority, and a community-based nonprofit in downtown revitalization. Mr. Meyer described the Main Street approach as a community-led, asset-based economic development model organized around economic vitality, design, organization, and promotion. He reviewed Bowling Green's current participation at the Mobilizing Main Street level, the community engagement and market analysis that informed the Town's transformation strategies, and the value of a focused annual work plan. Discussion emphasized downtown as an inviting community gathering place and destination, the importance of public-private partnerships, measurable reinvestment and business-growth outcomes, volunteer and board capacity, historic preservation, and the long-term commitment required to advance within the program. Mr. Meyer also outlined next steps for continued coordination among the Town, the Authority, and BGVA Main Street and responded to questions regarding organizational structure, staffing, funding, and eligibility for future Main Street designation and resources.

NEW BUSINESS:

2. Adoption of the FY27 Budget Workplan

- India Adams-Jacobs, Town Manager, reported that the Authority had previously reviewed the draft workplan and that Town Council had since approved $25,000 for the Authority in the FY27 budget. Members discussed the treatment of unspent or reallocated funds, the relationship between the annual appropriation and the Authority's existing balance, and the potential need to request that funds be encumbered at the end of the fiscal year.
- A motion to adopt the FY27 Budget Workplan as presented, consistent with the FY27 budget approved by Town Council, was made by Director David Storke and seconded by Director Randy Hageman. Following a roll-call vote, the motion carried unanimously.

3. Approval of Contribution to BGVA Main Street for Public Art on North Main Street, India Adams-Jacobs

- Chair Manns disclosed his ownership of the building for mural consideration, recused himself from the discussion and vote, and relinquished the chair for this item, taking a seat in the public audience. The Town Manager reported that the approved work plan included $5,000 for a mural and that BGVA Main Street had worked with a muralist recommended through DHCD to develop a concept reflecting Bowling Green's history as the cradle of American horse racing. The proposed installation would be located on a privately owned wall on North Main Street whose owner supported the project. BGVA Main Street would raise additional funds needed to complete the work. Discussion addressed site visibility, property selection, coordination with the owner and artist, anticipated completion before the end of 2026, and a future public unveiling.
- A motion to approve a check in the amount of $5,000 payable to BGVA Main Street for the installation of public art on North Main Street, to be completed by the end of 2026, was made by Director David Storke and seconded by Director Randy Hageman. Following a roll-call vote of the participating Directors, the motion carried unanimously. Chair Manns did not participate in the discussion or vote, via abstention.

4. Parking Update Discussion, India Adams-Jacobs

- The Town Manager reported that staff, Authority members, and downtown business owners had met during the summer to continue the parking discussion. The Town Attorney prepared a revised parking ordinance that had received a first reading by Town Council and was expected to return for consideration. The draft strengthened provisions concerning no-parking areas, loading and unloading zones, time designations, fines, and enforcement. Staff was also discussing potential shared-use agreements with private parking-lot owners and future signage and wayfinding improvements. Members generally supported beginning with clear and consistent signage before imposing broad time limits, while remaining attentive to church parking and loading needs. Discussion also addressed the condition of privately owned lots, the future Chase Street Smart Scale project, and possible Authority assistance with downtown parking improvements.

TREASURER'S REPORT:

- The Economic Development Authority Treasurer, Director Katrice Howard, reported an existing account balance of $4,082.20 and the addition of the Town's $25,000 FY27 appropriation, for a total of $29,082.20. Following the approved $5,000 contribution to BGVA Main Street, the remaining balance was reported as $24,082.20.

CHAIRPERSON'S REPORT:

- Chair Jason Manns reported that discussions had continued with the old mansion property owners regarding a possible 2027 wine festival and that the owners remained receptive. Members discussed a prospective fall meeting with the property owners, possible event timing, and lessons from a regional wine and spirits festival, including vendor outreach, ticketing, tastings, and event logistics.

COMMITTEE REPORTS:

None.

OLD BUSINESS:

- The Town Manager introduced Kelly Evko as the Town's new part-time Economic Development Coordinator. Ms. Evko described approximately 15 years of economic development experience, including work with the Virginia Economic Development Partnership and localities such as Petersburg and Colonial Beach. Her work for the Town will include assisting with the economic development strategy, implementing the Main Street transformation strategy, supporting existing businesses, recruiting businesses for available commercial spaces, and strengthening regional and state partnerships. The Town Manager noted that Ms. Evko would provide primary staff support to the Authority within the approved budget.
- The Town Manager also summarized regional economic development priorities identified through the George Washington Regional Commission's Comprehensive Economic Development Strategy, including industry clusters, workforce and education partnerships, regional branding and tourism, and emerging development opportunities. Future presentations from regional partners were discussed. Director Hageman also received updates regarding a planned Coleman Farms retail location on North Main Street, subject to required licensing, and continuing efforts to connect Bowling Green businesses with regional tourism opportunities associated with Kalahari Resorts.

ADJOURNMENT:

- A motion to adjourn the meeting was made by Chair Jason Manns and seconded by Director Jessica Beale. Following a voice vote, the motion carried unanimously, and the meeting adjourned at 7:11 PM.

ATTEST:

Chair: _____
Jason Manns

Clerk: _____
India Adams-Jacobs, MPA, ICMA-CM