



**SOUTH HILL REVITALIZATION COMMITTEE, INC.**

**REGULAR MEETING MINUTES**

**WEDNESDAY, JANUARY 21, 2009 AT 12:00 PM**

The regular monthly meeting of the South Hill Revitalization Committee, Inc. (SHRC) was held on Wednesday, January 21, 2009 at 12:00 p.m. in Conference Room B of the South Hill Town Hall located at 211 South Mecklenburg Avenue in South Hill, Virginia.

**1. CALL TO ORDER**

Charles Wright, President, called the regular meeting to order at 12:00 p.m.

**2. INVOCATION**

Charles Wright called upon Sandra Kinker to render the invocation. Box lunches were provided by Brian's Steak House at a cost of \$6 per person.

**3. SIGN IN**

**A. Committee Members**

The following sixteen members were in attendance:

Scott Burnette	Kim Callis	Lisa Clary
Anna Cratch	Charles Hudson	Brad Johnson
Woody Kidd	Sandra Kinker	Frank Malone
Barbara Nanney	Beth Smith	Martin Wetherbee
Shirley Wetherbee	Bill Wilson	Charles Wright
Tommy Zincone		

**4. APPROVAL OF MINUTES – NOVEMBER 19, 2008**

A motion was made by Scott Burnette, second by Woody Kidd, to dispense with the reading of the minutes for November 19, 2008 and approve as submitted by Anna Cratch. Motion carried unanimously.

**5. TREASURER'S REPORT – WOODY KIDD, TREASURER**

Woody Kidd presented the Treasurer's Report as follows:

Nov Beginning Balance	\$ 14,676.59
Deposits	3,004.60
Expenditures	<1,173.19>
Nov Ending/Dec Beginning Balance	\$ 16,508.00
Deposits	6.53 – Interest

Expenditures	<2,862.79>
<b>Dec Ending/Jan Beginning Balance</b>	<b>\$ 13,651.74</b>
Deposits	375.00
Expenditures	<3,111.28>
<b>Jan Ending</b>	<b>\$ 10,915.46</b>

A motion was made by Scott Burnette, second by Kim Callis, to approve the Treasurer's Report as presented by Woody Kidd. Motion carried unanimously.

## 6. COMMITTEE REPORTS

### A. Promotions Committee – Lisa Clary and Tom Smith, Co-Chairs

Lisa Clary reported that the next event to take place will be The Janitors in April.

Frank Malone is working on getting the applications for SpringFest in May. The art show will take place the Friday night before the event.

Ms. Clary has listed our many events on various websites and is getting ready to begin advertising.

The new 09 Calendar of Events are printed and ready for distribution. The Town is mailing 2500 of them out in the water bills. Anna Cratch suggested that some be placed at the Welcome Center. Frank Malone reported that the Welcome Center has been closed every Tuesday and Wednesday since December 1, which is a real concern when it comes to advertising because rates are now up and the opportunity to pickup brochures has decreased. The number of part-time employees at the Welcome Center has been cut in half due to state budget cutbacks.

### B. Market Square Committee – Kim Callis, Vice-Chairman

Kim Callis reminded SHRC members of the 2009 South Hill Market Square Committee event schedule as follows:

- April 16 (Thursday) – **The Janitors** at Market Square
- May 9 (Saturday) – **South Hill Music Fest** at Centennial Park in conjunction with SpringFest. Bands are to be determined.
- May 27 (Wednesday) – **Casper** at the upper field at Centennial Park in conjunction with the Beef Festival. The Market Square Committee wanted to partner with the Chamber to try and sell more Beef Festival tickets. They are currently working on the ABC issues with that. Every \$500 of sponsorship includes a ticket to the Beef Festival.
- September 17 (Thursday) – **Liquid Pleasure** at Market Square
- October 31 (Saturday) – **Monster Mash** at Market Square. Monster Mash will probably begin at 4:00 p.m. this year to allow children to still go trick-or-treating.

Mr. Callis mentioned that if any members were involved with organizations that need opportunities to raise money, the Market Square Committee would like to offer the Market Square on Saturdays during the summer months to do car washes. The Committee is looking for ways to bring people there that will also shop the Farmer's Market vendors.

**C. Design Committee – Kim Callis, Chairman**

Kim Callis reported that a Preconstruction Meeting will be held with VDOT and the contractor on January 26. Whenever grant funds are used, certain criteria, which constantly changes, must be met. A certain amount of the Phase II work had to be subcontracted to a disadvantaged business enterprise. There was some question whether or not the lowest bidder met this criteria but they had, so work will hopefully begin soon. Virginia Carolina Paving out of South Boston was the low bidder and will be the contractor. Bids were tight which meant they were good bids. All work is anticipated to be completed by mid to late May.

**D. Economic Restructuring Committee – Sandra Kinker and Judy Jacquelin, Co-Chairs**

Sandra Kinker informed members that plans are in place to work on the flower bed around the museum and do some planting at the Market Square. The Parks and Grounds Division have set up three stakes around the crepe myrtle at the police department that kept being run over.

Anna Cratch commented that she heard the Route 1 commercial on the radio and thinks it's a good thing. Ms. Kinker mentioned that it was a use it or lose it situation.

Frank Malone stated that he has received several positive comments for the "Shop Mecklenburg First" campaign currently going on.

**7. OTHER BUSINESS**

**A. Colonial Center Update – Mayor Earl Horne**

Kim Callis reported that it was decided that the final painting and floor staining will not be done until after the theatre auditorium is complete. Phase I is complete excluding that. The elevator is in place. Staff is waiting for auditorium drawings from the architects to move forward. In answer to a question from Woody Kidd, Mr. Callis commented that the seat sales are moving somewhat slow. Scott Burnette mentioned that the sale of seats was not planned to be pushed until work actually begins on the theatre itself. In answer to a question from Charles Wright, Mr. Callis stated that the Town borrowed 2.2 million dollars, so the funds are in place.

**B. Chamber of Commerce News – Frank Malone**

Frank Malone stated that the Mecklenburg County Chamber offices have worked together for the fifth year on the Table Tent Cards which are placed around the county, in the welcome centers, and mailed out with magazines. It costs \$100 to list an event.

Mecklenburg County is also working on creating an official Mecklenburg County map.

The Chamber will be on the road for the next five months. Luncheons will be held at the following different locations:

- February 3 – **R. T. Arnold Library**
- March 3 – **Southside Rescue Squad**
- April 7 – **BGF**
- May 5 – No luncheon/Cinco de Mayo evening event 5:00 p.m. to 7:00 p.m. at the **American Legion Hall**

- June 9 – No luncheon/Annual Chamber Dinner, location **TBA**

The Chamber may have to start an RSVP process to ensure enough food and room is available for attendees.

**C. Misc.**

Kim Callis announced that South Hill will be hosting the Dixie Youth Angels softball state tournament starting July 17. South Hill will also be hosting the Dixie Youth boys' major league baseball tournament. Kenbridge is hosting the Dixie Youth Darlings state tournament. These activities will keep our hotels and restaurants busier this summer.

Tommy Zincone asked Woody Kidd to provide him with income estimates from the SpringFest and Farmer's Day events so that the SHRC may submit a budget request to the Town. Charles Wright asked members for any input they would like to add before the numbers are finalized. Mr. Zincone mentioned that some funds should probably be budgeted for landscaping and beautification purposes. He commented that banners will need to be purchased once the new streetlights are installed. Some money will also be budgeted for seminars since an SHRC member must attend at least one Main Street training session a year. Money will be budgeted for advertising and for the Art Show prize giveaways and food at SpringFest.

Mr. Zincone commented that the Retail Restaurant Guides have just about all been distributed. He mentioned that we may want to include reprinting them in the next budget. He asked Town staff for an updated printout of business license owners. Frank Malone suggested that hotels be added to the next guides to display "Eat, Shop and Stay" information.

**8. ADJOURNMENT**

There being no further business matters before the SHRC, Charles Wright adjourned the meeting at 12:49 p.m.

Respectfully submitted by Anna B. Cratch.

Signed:

\_\_\_\_\_  
Charles Wright, President

Attest:

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Anna B. Cratch, Secretary