



SOUTH HILL REVITALIZATION COMMITTEE, INC.

BOARD OF DIRECTOR'S MEETING MINUTES

WEDNESDAY, MARCH 11, 2009 AT 12:00 PM

The Board of Directors of the South Hill Revitalization Committee (SHRC) met on Wednesday, March 11, 2009 in Conference Room B of the South Hill Town Hall located at 211 South Mecklenburg Avenue in South Hill, Virginia.

1. CALL TO ORDER/INVOCATION

Charles Wright called the Board Meeting to order at 12:00 p.m. Mr. Wright asked Sandra Kinker to render the invocation.

2. ROLL CALL – SIGN IN

A. Board of Directors and Committee Chairs

The following six members were in attendance:

Kim Callis, Design Committee Chair (also reports on Market Square Committee)

Lisa Clary, Promotions Committee Co-Chair

Anna Cratch, Secretary

Sandra Kinker, Economic Restructuring Committee Chair

Barbara Nanney, Organization Committee Chair

Charles Wright, President

Tommy Zincone, Former President/SHRC Member, was present for the first 15 minutes of the meeting but had to leave due to other meeting commitments.

In answer to a question from Tommy Zincone, Kim Callis stated that the group which formed to support local businesses has been informed of and invited to the SHRC meetings.

3. APPROVAL OF MINUTES – DECEMBER 10, 2008

A motion was made by Kim Callis, second by Sandra Kinker, to dispense with the reading of the minutes for December 10, 2008 and approve as submitted by Anna Cratch. Motion carried unanimously.

4. TREASURER'S REPORT – WOODY KIDD, TREASURER

In the absence of Woody Kidd, Charles Wright presented the Treasurer's Report as follows:

| | |
|-----------------------|-------------------------------|
| Mar Beginning Balance | \$ 10,180.13 |
| Deposits | 96.00 – SpringFest & Umb. |
| Expenditures | <39.71> – Brian's Steak House |
| Mar Ending | \$ 10,236.42 |

5. COMMITTEE REPORTS

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

Tommy Zincone showed members what the new full color Retail/Restaurant/Hotel Guides will look like. The cost of printing them was approved at the February 18, 2009 regular SHRC meeting. It was noted that Quiznos, Blimpie and Peebles should be added to the brochures.

Charles Wright mentioned that it is his understanding Alltel plans to stay in Mecklenburg County. Tommy Zincone stated that Alltel is willing to sponsor some events to help spread the word that they are going to be around for a long time. Frank Malone has mentioned the Market Square and the Beef Festival to them; Lisa Clary informed them of the South Hill Performing Arts Council events and several civic newsletters.

Lisa Clary reported that she attended a meeting with WWWD radio a couple of weeks ago at Brian's. They offered a new package for advertising on several radio stations for the next year for \$4,600. The SHRC is combining with the CDA, Chamber of Commerce and Market Square to start advertising different events on March 12. The SHRC's portion is \$540; Market Square will do \$1,000, and the Chamber and CDA will cover the rest. This program will provide much more coverage (ability to reach around 125,000 people).

Ms. Clary went on to say, as soon as the posters are approved, advertising will begin for The Janitors.

Frank Malone has the food booths taken care of for SpringFest on May 9. Robin Allen is working on the Art Show. Wine will not be allowed again this year at the Artists' Reception due to library regulations. Wine will probably be allowed once the receptions can be held at the Colonial.

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

Kim Callis reported that Jerry Taylor is working with the Virginia Cooperative Extension Agency to hold a training session on April 8 at the library for potential Farmer's Market vendors. Six speakers will be present to help educate vendors about how to best market their homegrown or homemade goods.

Committee members are considering opening the Market on Fridays as well as Saturdays in the hopes of getting more people into Town. They would like to see more craft vendors participate in the Market.

In an attempt to get more participation in the Market, the Market Square location is being offered to local groups for car washes for fundraisers.

The first Affair on the Square event this year will be The Janitors on April 16.

Three bands are scheduled for the South Hill MusicFest on May 9: Wild Country, The Back Street Band and Fast Lane. Admission to the MusicFest is \$5. For convenience, the restrooms, food and beer vendors are all planned to be located "inside" the roped off area this year.

In an attempt for an even larger attendance, the Market Square Committee is working with the Chamber of Commerce to have Casper perform at the Beef Festival. The sponsors are basically

paying for the band. The ticket prices for the Beef Festival will likely be \$5 higher due to the rising cost of beef.

C. Design Committee – Kim Callis, Chairman

Kim Callis reported that Phase 2 work is underway on Mecklenburg Avenue. Conduit is currently being installed for electricity. May 29 is the expected completion date for Phase 2.

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

Charles Wright mentioned that he has never had to advertise buildings for rent, but this economy is forcing him to do so.

Sandra Kinker announced that the next Beautification Day will be March 16. Volunteers will meet at the Market Square at 5:45 p.m.

Ms. Kinker commented that she needs to replace a few dead plants over at the Market Square.

6. OTHER BUSINESS

In answer to a question from Barbara Nanney, Kim Callis stated hopes are to place a locally owned restaurant in the old Bob Martin building. Negotiations are taking place with Kenbridge Construction in regards to the final phase of the Colonial Theatre.

Immediately concluding the meeting, Mr. Callis gave a tour of the Colonial Theatre to Barbara Nanney and Sandra Kinker.

7. ADJOURNMENT

There being no further business matters before the Board, Charles Wright adjourned the meeting at 12:36 p.m.

Respectfully submitted by Anna B. Cratch.

Signed:

Charles Wright, President

Attest:

Anna B. Cratch, Secretary