



SOUTH HILL REVITALIZATION COMMITTEE, INC.

REGULAR MEETING MINUTES

WEDNESDAY, MARCH 18, 2009 AT 12:00 PM

The regular monthly meeting of the South Hill Revitalization Committee, Inc. (SHRC) was held on Wednesday, March 18, 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 rendered 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 fifteen members were in attendance:

Glenn Allen	Kim Callis	Lisa Clary
Anna Cratch	Charles Hudson	Judy Jacquelin
Woody Kidd	Beth Smith	Tom Smith
Mary Tatum	Martin Wetherbee	Shirley Wetherbee
Bill Wilson	Charles Wright	Tommy Zincone

B. Others in Attendance

Charles Wright welcomed Greg Mann to the meeting. Mr. Mann's wife recently accepted a job at CMH. They have just moved here from Michigan.

4. APPROVAL OF MINUTES – FEBRUARY 18, 2009

A motion was made by **Kim Callis**, second by **Bill Wilson**, to dispense with the reading of the minutes for February 18, 2009 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:

Feb Ending Balance	<u>\$ 10,180.13</u>
Deposits	96.00

Expenditures	<39.71> – Brian’s Steakhouse
	<163.50> – E C Publishing
Mar Ending	\$ 10,072.92

A motion was made by Tommy Zincone, second by Tom Smith, 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 reminded members that the SHRC voted at the last meeting to update the Retail/Restaurant/Hotel guides for around \$1,494. They should be ready for distribution within the next two weeks. Frank Malone has suggested that some of the guides be distributed at the local ball tournaments as well as to the hotels and welcome centers.

Ms. Clary reported that the SHRC is combining with the CDA, Chamber of Commerce and Market Square Committee to start advertising different events with WWWD’s four radio stations starting March 12. The total cost for a 12-month package is \$4,620 with the SHRC providing \$540 and the Market Square providing \$1,000. The Chamber and the CDA will cover the rest. This package will provide much more coverage than in the past.

Ms. Clary informed the SHRC that Prime Media, the TV station, has requested that we again team up to promote Affair on the Square, SpringFest and the Beef Festival events for \$975.60. No SHRC member could remember seeing any of the commercials run last year on any of the four channels: Lifetime, USA, CBS or TNT. Given the fact that the radio stations will have the potential to reach 125,000 people, it was decided that the radio would be more effective; therefore, **a motion was made by Kim Callis, second by Tommy Zincone**, to not advertise with Prime Media in 2009. Motion carried unanimously.

Ms. Clary mentioned that Frank Malone has rented out 12 spaces for SpringFest on May 9. Three vendors have currently signed up for the art show; seven were present last year. Thirty dollars covers a booth for the artists as well as the fees to include two items in the competition.

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

Kim Callis informed members that Jerry Taylor, a Market Square Committee member and owner of Dogwood Grove Greenhouse, has been working with Virginia Cooperative Extension Agency to schedule a farmer’s market workshop at the R. T. Arnold Library on April 8 starting at 9:00 a.m. The training is free and is aimed at helping producers sell more of their goods. Lunch will be provided. The workshop is being highly publicized, and a great turnout is desired.

The Committee is planning to open the South Hill Farmer’s Market on Fridays and Saturdays this year. Fundraising groups desiring to offer car washes are welcome to use the Market Square during Market times.

The Janitors from Virginia Beach are the first Affair on the Square this year on April 16. Admission is \$3. Beer and wine will be available for sale at the event. Rosemont Vineyard will be the wine vendor this year. Posters are available for distribution.

The South Hill MusicFest is scheduled at 3:00 p.m. on May 9 following SpringFest. The three bands performing will be Wild Country, The Backstreet Band, and FastLane. The restroom and food vendors will all be located inside the fenced area this year.

In an attempt to increase attendance even more at the Beef Festival, the Market Square Committee is working with the Chamber of Commerce to include Casper at the Beef Festival event on May 27.

C. Design Committee – Kim Callis, Chairman

Kim Callis reported that Virginia Carolina Paving is progressing. The primary work to be completed is the installation of brick pavers, replacement of broken sidewalk, and the installation of decorative streetlights with underground wiring. No bumpouts are included in this phase. “No Parking” areas will be painted. If funds are available, corner stop and street signs will be displayed on decorative black posts which will match the streetlight posts. A small battle is ensuing with VDOT because their large I-85, 58, No. 1 and 47 sign obscures all the merchant signs. The “2 Hour” and “No Parking” signs currently mounted on aluminum posts will be attached to the streetlight posts. All work should be completed by the end of May.

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

Judy Jacquelin mentioned that the SHRC has started their monthly Beautification Days again. Tommy Zincone commented that due to inclement weather, the March 16 day was rescheduled to March 23 at 5:45 p.m. at the Market Square. They are looking for around 12 volunteers. They normally only work for an hour doing mostly gardening work.

7. OTHER BUSINESS

A. Colonial Center Update – Mayor Earl Horne

Mayor Horne reported that the rigging, catwalks, sound and lights are more detailed than originally anticipated. Heavy advertisement will be done this year once the new chairs arrive to hopefully promote seat sales. Hopes are to complete the theatre this year, but it is too early to say.

B. Chamber of Commerce News – Frank Malone

In the absence of Frank Malone, no new Chamber news was discussed.

C. Banners

Mayor Horne stressed that he would like to see the different organizations purchase Town banners for the new streetlights (23 posts) and Atlantic Street as well. He backs the American flag banner the most. Tommy Zincone mentioned that banners are \$100(+) each including the brackets (See banner email attachment.)

8. ADJOURNMENT

Mr. Wright thanked Anna Cratch for preparing the paperwork, and he thanked Tommy Zincone for handling the lunches. There being no further business matters before the SHRC, Charles Wright adjourned the meeting at 12:46 p.m.

Respectfully submitted by Anna B. Cratch.

Signed:

Charles Wright, President

Attest:

Anna B. Cratch, Secretary