



## SOUTH HILL REVITALIZATION COMMITTEE, INC.

### REGULAR MEETING MINUTES

WEDNESDAY, OCTOBER 14, 2009 AT 12:00 PM

The regular monthly meeting of the South Hill Revitalization Committee, Inc. (SHRC) was held on Wednesday, October 14, 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.

#### 3. SIGN IN

##### A. Committee Members

The following seventeen members were in attendance:

Glenn Allen	Robin Allen	Kim Callis	Lisa Clary
Anna Cratch	Earl Horne	Charles Hudson	Judy Jacquelin
Sandra Kinker	Frank Malone	Mary Taylor Tatum	Michele Taylor
Martin Wetherbee	Shirley Wetherbee	Bill Wilson	Charles Wright
Tommy Zincone			

##### B. Others in Attendance

Charles Wright welcomed Nancy Fleshood, Pat Folio and Carmen Taylor to the meeting. Ms. Folio recently moved to the area from Tennessee.

#### 4. APPROVAL OF MINUTES – SEPTEMBER 9, 2009

A motion was made by **Kim Callis**, second by **Tommy Zincone**, to dispense with the reading of the minutes for September 9, 2009 and approve as submitted by Anna Cratch. Motion carried unanimously.

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

In the absence of Woody Kidd, Lisa Clary presented the Treasurer's Report as follows:

Sep Beginning Balance	\$ 18,089.33
Deposits	2,475.00 – Banners & Farmer's Day

Expenditures	<3,965.72>	– Advertising, Fall Banners & Farmer’s Day
<b>Sep Ending/Oct Beginning</b>	<b>\$ 16,598.61</b>	
Deposits	228.00	– Banners & Farmer’s Day
Expenditures	<638.75>	– Advertising
<b>Oct Ending</b>	<b>\$16,187.86</b>	

A motion was made by Judy Jacquelin, second by Tommy Zincone, to approve the Treasurer’s Report as submitted by Woody Kidd. Motion carried unanimously.

**6. COMMITTEE REPORTS**

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

Lisa Clary reported that Farmers Day was a little misty and wet, but everyone that showed up seemed to have a great time. The pie contest, tractor parade, and the church’s meadow muffin binggo went well. Ms. Clary thanked Shirley Wetherbee who was contacted at the last minute and raised around \$80 selling pie slices. The leftover slices were donated to the Shepherds Inn and the American Legion.

Monster Mash will be held on Halloween. A small amount of funding may be needed for SHRC candies and prizes from Oriental Trading.

Ms. Clary has started working on the giant Christmas stocking. Twenty-three people have signed up as of today. Instead of the cumbersome boxes for registration slips, Ms. Clary requested permission to purchase around 50 stockings from the Dollar Tree to place in participating businesses which contribute \$100 to the SHRC (\$75 for advertising and a \$25 gift card or item from the business).

Ms. Clary requested that the street in front of the Chamber be closed off this year. To help with the crowding, a train will be rented for Toyland that will transport up to 12 kids around the street in front of the Chamber Office. The train which is leased from Danville for \$475 is manned by the owners. Ms. Clary requested \$1,000 from the SHRC to help the Chamber with the train, decorations and candy that will be distributed. Last year, they ran out of the 125 goody bags almost immediately. Around 300 kids are anticipated. The Rotary is planning to bring popcorn again. Robbie McMillan will be taking photos with Santa again this year.

A motion was made by Robin Allen, second by Tommy Zincone, to authorize Lisa Clary to spend up to \$1,500 for Monster Mash and Christmas events including the Giant Stocking giveaway, Toyland and Tell Santa at the Chamber Depot. Motion carried unanimously.

The SHRC will not promote an event for \$150 in The Enterprise calendar this year.

**B. Market Square Committee – Kim Callis, Chairman**

Kim Callis informed members that Council appointed two new members to the committee: Pat Folio and Ryan Bartholomew. Kim Barbour, Kim Callis, Lisa Clary, Nancy Fleshood, Pat Folio and Carmen Taylor helped to create the Town spider this year.

Monster Mash will be held on October 31 from 4:00 p.m. to 7:00 p.m. Most of the setup will occur on Friday. Volunteers are asked to help restack the hay bales after the event.

As far as next year's events, "Liquid Pleasure" will be performing on April 28, 2010 at the Beef Festival; because they were not able to perform in September, they have agreed to come back if they are paid \$200 for gas. The Market Square Committee will also be providing a band for entertainment at Picnic in the Park. The committee's third musical event will be the first week in June. Monster Mash will be held as well. The committee will soon start asking for sponsors which help to make all of the events possible.

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

Kim Callis reported that the Design Committee will not need to meet again until the focus is on Phase III which extends from the traffic light north to Franklin Street. The amount of funding available will help determine the design. Staff will work with the SPDC on the application for funding which will likely be done in two steps because the overhead utilities have to be relocated first. The second phase will include the streetscapes with the brick pavers, streetlights and such. The first application will go in prior to December 1. The engineering, architectural and contractor work will have to be bid out. Randy Jones, formerly of B&B Consultants, is now with Dewberry and Davis. It would be nice to have a local connection if Dewberry were awarded the contract.

Phase II is almost complete except for a few awnings that need to be repaired and some brick paving that needs to be corrected.

Restriping has been completed up to Franklin Street. The short area in front of Grocery Deals is not a parking space; there is a handicap access ramp there which will be painted to make it more noticeable. Everything has been done to VDOT standards. The South Hill logo banner will be placed on every other pole.

Robin Allen mentioned that there is no painted crosswalk at the most dangerous intersection under the light on Mecklenburg, and Danville Street has not been repaved. Kim Callis stated that many of the crosswalks are left off Mecklenburg Avenue by design. Crosswalks need to be painted on Atlantic Street, and some will be repainted and added on Danville Street. People are encouraged not to cross Mecklenburg Avenue at the light because it is wider and more dangerous; therefore, crosswalks were intentionally painted farther.

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

Sandra Kinker asked Bill Wilson if he had arranged to obtain the mulch. Mr. Wilson answered that the Town has a bunch of mulch. Ms. Kinker stated that they are now ready to spread the mulch around the daylilies at the Tobacco Farm Life Museum. Ms. Kinker stated that the area around the last daylily needs to be filled with something such as gravel to prevent washing. The crepe myrtles that the Rotary Club planted also need to be pruned. Mr. Wilson stated if red mulch is needed, it would be best to purchase it. Tommy Zincone and Sandra Kinker decided to schedule a Beautification Meeting on Monday, October 19 at 5:35 p.m. at the parking lot beside the police station.

Ms. Kinker mentioned to Bill Wilson that the weeds at Market Square need to be sprayed with roundup.

**7. OTHER BUSINESS**

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

Mayor Earl Horne reported that things are going well. The infrastructure is being put in. Work is beginning on the production group which includes the rigging, sound and lights. This should take around three months.

Once all work is complete, a three-month learning process of how to operate everything will have to take place before the anticipated date of the first production some time in 2010.

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

Mayor Horne thanked Frank Malone for his extensive help with Farmers Day.

Frank Malone reported on the following Chamber events:

- Ribbon Cutting and Open House – CMH Ear, Nose, Throat and Allergy, LLC: October 14 at 518 W. Atlantic Street from 4:00 p.m. to 6:00 p.m.
- BAH – The Glass House Grill: October 21 from 4:30 p.m. to 6:30 p.m. They will be showing off their new private dining room located between the restaurant and the fitness center. It will hold up to 75 people.
- Chamber Luncheon: November 3 at Brian's Steak House at 12:00 Noon. CMH/Family First will be the program.
- Chamber Christmas Social: December 2 at Brian's Steak House from 5:00 p.m. to 7:00 p.m.
- Chamber/Peeble's Christmas Parade: December 6 at 2:00 p.m. Miss Virginia, Caressa Cameron will be participating in South Hill's parade this year. Her mother graduated from PVHS in 1978, and she has other relatives in the area. Mayor Horne asked if it would be possible for Miss Virginia to arrive a little earlier in order to meet and greet people over at the library. Due to the busyness of the parade lineup, it was suggested that Miss Virginia greet at another location such as the Town Hall.

Mr. Malone mentioned that he plans to invite the Lake Gaston Ladies Club which consists of around 600 members to visit the Colonial Theatre upon its completion.

Pat Folio commented that one of the things that they did in the town that she came from was Feed on the Street tours of the local downtown. Every Thursday at 10:00 a.m., different focus groups toured the streets and were given a history of the downtown area. Afterwards they could eat lunch or go shopping. Ms. Folio stated that they also had Downtown Dollars which were sold and could be used at any of the merchants in the downtown footprint.

Mr. Malone reported that 2010 is a big year for the Chamber. The Chamber is planning an outdoor event in honor of their 20-year celebration on June 8, 2010.

## **C. Banners Update**

Anna Cratch reported that the Pioneer Logo Man, American Flag, and Fall banners have been ordered and received. Lisa Clary offered her assistance in helping to obtain payments from businesses who have committed to sponsor a SpringFest banner; if all payments are received, only three more sponsors are needed.

We are only \$492 away from being able to pay for the American Flag banners. Ms. Clary commented that she thinks the VFW Ladies Auxiliary will purchase at least one banner. You have to appear in person to request funding from the VFW at one of their meetings held the second Saturday of

the month at 10:30 a.m. Frank Malone volunteered to request funding from the VFW at their November 14 meeting.

Mr. Malone commented that his three specialty banners for the Chamber should arrive by Friday.

**8. ADJOURNMENT**

Since the next regular meeting date is Veterans Day, the meeting was rescheduled to occur on Tuesday, November 10, 2009.

There being no further business matters before the SHRC, Charles Wright adjourned the meeting at 1:03 p.m.

Respectfully submitted by Anna B. Cratch.

Signed:

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Charles Wright, President

Attest:

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Anna B. Cratch, Secretary