



SOUTH HILL REVITALIZATION COMMITTEE, INC.

BOARD OF DIRECTOR'S MEETING MINUTES

WEDNESDAY, DECEMBER 10, 2008 AT 12:00 PM

The Board of Directors of the South Hill Revitalization Committee (SHRC) met on Wednesday, December 10, 2008 in Conference Room B of the South Hill Town Hall located at 211 South Mecklenburg Avenue in South Hill, Virginia.

1. CALL TO ORDER

In the absence of Charles Wright, Tommy Zincone called the Board Meeting to order at 12:00 p.m.

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

Woody Kidd, Treasurer

Tom Smith, Promotions Committee Co-Chair

Tommy Zincone, Former President/SHRC Member

3. APPROVAL OF MINUTES – SEPTEMBER 10, 2008

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

4. TREASURER'S REPORT – WOODY KIDD, TREASURER

Woody Kidd reported that he has paid all of the bills he has received. Approximately \$16,252 is currently in the SHRC account.

Lisa Clary asked Kim Callis what needed to be done to request funding for the next fiscal year. He answered that Charles Wright will need to develop a budget and submit a letter to Town staff requesting funding by March 1. Tommy Zincone mentioned that the SHRC has a good amount in the account. The largest expenditure is promotions.

5. COMMITTEE REPORTS

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

Lisa Clary reported that she and Frank Malone are planning to work together and combine budgets on advertising events. Ms. Clary mentioned that it would be a good idea to advertise an events calendar for South Hill in the Richmond Times Dispatch around April.

For advertising purposes, Ms. Clary commented that Toyland at the Depot will be the name of the December Christmas event. This year's event with Santa was a huge success. She commented that volunteers underestimated the power of Santa Claus. A total of 550 people were in attendance to see Santa, the toys, dolls and trains; 130 some people came through the door the first 30 minutes of the event. Thoughts of how to make the event even better are already taking place for next year. Someone will be stationed at the front door to make sure kids do not go out into the road. Planners also may get the Gasburg Express Train to run up and down the side street if it can be closed off. Breaks will need to be scheduled for Santa as well. Robbie McMillan took about 260 free photos with Santa and plans to assist with the event again next year. Mr. McMillan only charged \$24 to print the pictures. The Rotary Club will be used again for extra volunteers, and it will be a Chamber sponsored event. Kim Callis commented that he was disappointed that more people from the SHRC did not provide assistance. Anna Cratch and Tommy Zincone commented that the SHRC was not asked for assistance. Ms. Clary mentioned that it was assumed the SHRC was sponsoring the event and they would help. She also stated that even with the donations, it cost well over \$1,000 to decorate the Depot, although this is funding going back into the community and museums. Because of the sheer number of people coming through the area, Mr. Zincone mentioned that it would probably be smart for area businesses to advertise that they are staying open during the event.

Mr. Callis stated that the parade was good too; however, it was really cold.

The drawing for the two stockings will be December 15 at 12:00 p.m. Ms. Clary commented that well over \$600 is included in both stockings.

Tommy Zincone mentioned that almost every event South Hill sponsors is extremely successful.

Anna Cratch congratulated Ms. Clary on the Rotary Club's recent award in public relations.

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

Kim Callis reported that the South Hill Market Square Committee has finalized its 2009 event schedule as follows:

- Thursday, April 16 – The Janitors (Market Square)
- Saturday, May 9 – South Hill MusicFest in conjunction with SpringFest / Bands to be determined (Upper Field at Centennial Park)
- Wednesday, May 27 – Casper in conjunction with the Beef Festival (Centennial Park)
- Thursday, September 17 – Liquid Pleasure (Market Square)
- Saturday, October 31 – Monster Mash (Market Square)

In regards to the Casper event being held in conjunction with the Beef Festival, Mr. Callis stated that a separate ticket will have to be purchased to see Casper if a Beef Festival ticket is not purchased. Casper tickets will probably be sold at the door for more than \$3 because the Market Square Committee is attempting to help the Chamber promote the Beef Festival. Beef Festival tickets will

include dinner and admission. The amount of food sold by civic groups will probably not be as high as it normally is due to the Beef Festival event.

In answer to a question from Woody Kidd, Mr. Callis reported that The Janitors, who handle all types of music, perform at locations all along the East Coast. Denis Medlin can probably help with PR for them. The bands that can do everything seem to bring the most people.

Bands within an hour radius will be eligible to perform at MusicFest.

Monster Mash will be held on Halloween this year. Mr. Zincone stated that he does not like the date change because he enjoys staying home and distributing candy to children. Mr. Callis mentioned that South Hill's top goal is a safe environment for the children. The later they stay out, the less safe it becomes. We still want to give them an opportunity to go trick-or-treating.

Volunteers are requested to help with cleanup after the various events.

C. Design Committee – Kim Callis, Chairman

Kim Callis reported that Virginia Carolina Paving was awarded the contract for Phase 2 of the revitalization. They are working through some issues with VDOT for final approval before work can begin. The streetlights have already been purchased and are in storage. No bumpouts are included in this phase which includes painted no parking areas. In answer to a question from Woody Kidd, Mr. Callis reported that the two flag poles originally proposed in front of the Town Hall are not included in the design.

In regards to in-house work being performed, Mr. Callis informed members that two windows will be located on each side of the front doors of the Town Hall. It will open up the two front conference rooms and will hopefully help the Town Hall to look like an office building and not a department store. The glass is scheduled to arrive the second week in January.

Tommy Zincone reported that he and Bill Wilson went door to door along Mecklenburg Avenue asking businesses to decorate or for permission for the Town to string lights. Tom Smith commented that the decorations look nice. Mr. Zincone commented that the trees at the library look nice too.

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

No one from this committee was present, so no formal report was given. Tommy Zincone commented that businesses come and go unfortunately. In regards to a question from Kim Callis regarding JuLee's fashion show, Lisa Clary mentioned that the attendance was very disappointing. Mr. Callis commented that they waited late to schedule it. He suggested that they may want to do something the Saturday before the Monster Mash event. The stage will already be set up and they could hold their show at noon on Halloween.

6. OTHER BUSINESS

Tommy Zincone commented that he is hearing that the bluegrass band, IIIrd TYME OUT, that the South Hill Performing Arts has lined up is one of the best.

7. ADJOURNMENT

There being no further business matters before the Board, Tommy Zincone adjourned the meeting at 12:44 p.m.

Respectfully submitted by Anna B. Cratch.

Signed:

Charles Wright, President

Attest:

Anna B. Cratch, Secretary