



## **SOUTH HILL REVITALIZATION COMMITTEE, INC.**

### **REGULAR MEETING MINUTES**

**WEDNESDAY, JANUARY 13, 2010 AT 12:00 PM**

The regular monthly meeting of the South Hill Revitalization Committee, Inc. (SHRC) was held on Wednesday, January 13, 2010 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**

Sandra Kinker rendered the invocation.

#### **3. SIGN IN**

##### **A. Committee Members**

The following seventeen members were in attendance:

Glen Allen	Robin Allen	Lisa Clary	Anna Cratch
Charles Hudson	Judy Jacquelin	Sandra Kinker	Frank Malone
Jimmy Martin	Barbara Nanney	Steven Stanley	Michele Taylor
MartinWetherbee	Shirley Wetherbee	Bill Wilson	Charles Wright
Tommy Zincone			

#### **4. APPROVAL OF MINUTES – NOVEMBER 10, 2009**

A motion was made by **Jimmy Martin**, second by **Tommy Zincone**, to dispense with the reading of the minutes for November 10, 2009 and approve as submitted by Anna Cratch. Motion carried unanimously.

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

In the absence of Woody Kidd, no Treasurer's Report was given.

#### **6. COMMITTEE REPORTS**

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

Lisa Clary reported that Tell Santa at the Chamber Depot was a huge success. Ms. Clary thanked all the businesses that participated. The stocking winners were very appreciative. Each stocking contained items adding up to around \$800. The SHRC thanked Ms. Clary for getting all the sponsors.

Lisa Clary informed members that she is working with Kiss Country and WWWD on advertising including Affair on the Square tradeouts. To continue advertising, the cost would be \$690 from each of the following: the SHRC, Chamber, CDA and Market Square Committee. The Market Square Committee has already approved spending their \$690. **A motion was made by Tommy Zincone, second by Sandra Kinker**, to allocate up to \$700 for advertising contingent upon the Chamber and CDA also contributing \$690 each. Motion carried unanimously. In regards to the tradeouts, Ms. Clary reported that WWWD is going to run South Hill on three stations and will take a \$2,000 sponsorship; WWWD requested that they be listed on the posters as the first radio station in the first spot after the Town. Kiss Country is going to do the same thing, and their request is that they have two of their people (Mike and Audrey) MC a couple of the events. Shep Moss has been the DJ for a fee at several events, and he would continue this service at the Monster Mash event. Frank Malone stated that the stations probably need to be alternated on the posters, because they are really not paying anything.

Leisure Publishing will probably be selling their ads for around \$890 in the spring. They are going back to publishing every year instead of every two years. Leisure will now handle all the production, sales and delivery. They have made a contract with five chambers and are offering each Chamber 5% of what they sell. Lisa Clary asked members to keep the South Hill Enterprise's magazine publication in mind for advertising as well. Frank Malone commented that the Enterprise publication is for people within a 75-mile radius, whereas Leisure Publishing is for people who are thinking about coming here. Frank Malone recommended keeping the \$890 in the budget and deciding which route was the best option for the buck. Tommy Zincone stated that he was not sure of any benefit the SHRC received from advertising with Leisure except that we were supporting the publication. Robin Allen suggested going on the Chamber page with a business card with the same theme for around \$385. Since it is a yearly charge now and considering the economy and budgetary constraints, Anna Cratch agreed with Ms. Allen's suggestion of a business card ad.

Lisa Clary reported that SpringFest is the next event. The SpringFest banners have been ordered. The event location is in question as to whether to have it on Mecklenburg Avenue (light to light) or its usual location. The location needs to be approved so that items can be mailed and advertising can begin. Frank Malone commented that the Moon Bounce owners have suggested that it start at Sadler Auto and move all the way around. Robin Allen stated that she would do the full "L" of the downtown area all the way down to the church. Charles Wright reported that the owner of the hardware store informed him that street construction hurt his business this year, and he is opposed to the relocation. Willie Bob has not been contacted, so a decision really cannot be made at this time. His gas merchants could still come up the alley. Jimmy Martin reported that both the paint store and flower shop are in favor of the relocation commenting that it should generate more foot traffic. The office supply storeowner only requests that event attendees not use his parking lot, which would block the delivery from his supply truck on Saturday morning. Due to the lack of time for planning, Robin Allen suggested that the 2010 SpringFest location remain the same and that members make a location decision for the next SpringFest. She commented that the Chamber office puts a lot of work into this "revitalization" event. If the event is to be relocated, Tommy Zincone suggested that a small committee be formed to start soon on the planning for next year's event. Frank Malone mentioned that he would like to see the Town have a sidewalk sale once or twice a year. Everyone agreed to consider tabling the relocation until the 2011 event. The opening of the theatre will be a big draw. **A motion was made by Frank Malone, second by Sandra Kinker**, to appoint Tommy Zincone as chair of a planning committee for SpringFest 2011. Motion carried unanimously. Mr. Zincone agreed to chair and chose Robin Allen, Lisa Clary and Jimmy Martin as members.

Upon the SHRC's approval, the SHRC budget will be submitted (as attached) to the Town today. Frank Malone is going to let someone else take over the table tent calendars this year.

Tommy Zincone commented that the SHRC needs to be as conservative as possible because the Town budget is going to be tight. **A motion was made by Robin Allen, second by Bill Wilson**, to approve the SHRC budget for submittal to Town staff. Motion carried unanimously.

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

In the absence of Kim Callis, Anna Cratch shared with members a flyer on the 2010 Affair on the Square Schedule of Events and Sponsorship Opportunities. Ms. Cratch commented that a Blue Grass Event was added for September 23 to make up for the September 2009 event that was canceled due to inclement weather. Frank Malone commented that it will be a three-hour performance by two different groups. The committee is seeking additional sponsors for 2010 events.

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

Anna Cratch informed members that final funding applications have been submitted to VDOT for Phase 3 along Mecklenburg Avenue from Atlantic Street to Franklin Street. Staff hopes to hear something by the end of April. Bill Wilson commented that the bricks have been fixed. Phase 2 is complete except for a couple of awnings.

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

Judy Jacquelin informed members that a chef called her with much interest in the old Bob Martin building. Different locations around Town with kitchens were also discussed. Sandra Kinker stated that it is her understanding that Gino's is still being rented.

Sandra Kinker mentioned that the planter located at the Colonial Center needs painting.

Robin Allen reported that the Garden Club did get their four planters on Danville Street; Rosemont Vineyards donated two wine barrels and cut them in half for planters. The club is looking at placing two more planters on Mecklenburg Avenue.

**7. OTHER BUSINESS**

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

In the absence of Mayor Horne, no update was given for the Colonial Center.

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

Frank Malone informed members that he is working on a calendar of events to distribute and place on the website.

Mr. Malone reported that on February 16 at 11:00 a.m., a historic highway marker will be dedicated by the Depot. This marker describes how the Town was laid out in a perfect circle. Only three localities were laid out in this manner. VDOT will install the marker on the 12<sup>th</sup>. The 16<sup>th</sup> will be the 109<sup>th</sup> birthday of South Hill.

Town and county decals are due by the end of March.

On June 9 at 4:00 p.m., the Chamber will celebrate their 20<sup>th</sup> Anniversary of the Chamber Offices in the Depot. Their annual dinner will follow.

**8. ADJOURNMENT**

The next regular meeting date is Wednesday, February 10, 2010.

There being no further business matters before the SHRC, Charles Wright adjourned the meeting at 1:00 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