



**SOUTH HILL REVITALIZATION COMMITTEE, INC.**

**REGULAR MEETING MINUTES**

**TUESDAY, MARCH 16, 2010 AT 12:00 PM**

The regular monthly meeting of the South Hill Revitalization Committee, Inc. (SHRC) was held on Tuesday, March 16, 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 sixteen members attended:

Glenn Allen	Kim Callis	Lisa Clary	Anna Cratch
Nancy Fleshood	Pat Folio	Woody Kidd	Sandra Kinker
Frank Malone	Barbara Nanney	Beth Smith	Carmen Taylor
Martin Wetherbee	Bill Wilson	Charles Wright	Tommy Zincone

**4. APPROVAL OF MINUTES – FEBRUARY 10, 2010**

A motion was made by Beth Smith, second by Tommy Zincone, to dispense with the reading of the minutes for February 10, 2010 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:

<b>Feb</b> Beginning Balance	\$ 13,801.98	
Deposits	2,615.00	– Banners and Art Entry Fees
Expenditures	<3,386.53>	– Chamber Dues and SpringFest Banners
<b>Feb</b> Ending/ <b>Mar</b> Beginning	<u>\$ 13,030.45</u>	
Deposits	30.00	– SpringFest Deposit
Expenditures	<318.50>	– Advertising
<b>Mar</b> Ending	<u>\$12,741.95</u>	

**A motion was made by Barbara Nanney, second by Tommy Zincone,** to approve the Treasurer's Report as submitted by Woody Kidd. Motion carried unanimously.

In answer to a question from Charles Wright, Anna Cratch stated that all of the banners have been purchased up to this point. Kim Callis added that PW will start getting them up late this week or next week.

## **6. COMMITTEE REPORTS**

### **A. Promotions Committee – Lisa Clary, Chairman**

Lisa Clary reported that work has begun on SpringFest and the art show. Three artists have already signed up for the inside event, and booth rental sales have started. Tommy Zincone and Lisa Clary will be working on food for the Friday night event.

Kim Callis stated that Willie Bob Smith is fine with moving SpringFest to Mecklenburg Avenue; however, Chief Hudson says that closing Atlantic Street is going to be a problem mainly due to safety issues with tractor-trailers. Spaces will have to be marked off based on feet, not parking places. Tommy Zincone mentioned that Alex Graham asked for three spaces. Anna Cratch reported that the committee agreed in February to assign one free space per business. **A motion was made by Kim Callis, second by Anna Cratch,** to hold SpringFest 2011 from the traffic light on Atlantic Street to the traffic light on Mecklenburg Avenue up to, but not including, Lunenburg Avenue. Motion carried unanimously.

Ms. Clary stated that the SHRC has agreed to run an ad in both the Lake Country and Enterprise magazines. The ad previously run in the Lake Country magazine for \$890 can be placed in the Enterprise for \$300. A smaller business card size ad will be placed in the Lake Country magazine, which has a circulation of around 20,000; the Enterprise has a circulation of about 30,000. Tommy Zincone commented that the SHRC's purpose with the ads is to support the magazines, which will be used as an advertising media for the area. Pat Folio suggested that the SHRC come up with a goal for the ads.

Extra ads are scheduled for SpringFest and the Beef Festival featuring Liquid Pleasure. Frank Malone shared the new proof of the Beef Festival flyer. The Chamber sponsors are listed up top, and the 25 Market Square sponsors are listed at the bottom.

**A motion was made by Lisa, second by Carmen Taylor,** to purchase the SHRC's two Beef Fest tickets and give them away at the Chamber Luncheon in April. Motion carried unanimously.

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

Kim Callis recognized seven Market Square members in attendance.

A fence will need to be placed on the upper field at Centennial Park for the Beef Festival event on April 28. Sponsor signs will need to be placed around the fence.

The Bluegrass Concert was added on September 23 to make up for the event not held last year.

Pat Folio informed members that the Market Square Committee sent out surveys to receive producer views on improving our Farmers Market. Feedback suggested more advertising. Ms. Folio has been working on an ad campaign with Lisa Clary and Frank Malone to promote the Farmers Market. She has also developed a new logo for the Market with the tagline "Eat Fresh/Buy Local".

Means of advertising will be via newspaper, radio, signs and flyers sent out in the water bills. She also plans to contact the farmers to hopefully receive more vendor participation. The trend is to go green, buy local and sustainability. The Market will open the last Saturday in May. The Park View High School volleyball team may hold a carwash before the opening. Frank Malone suggested that several businesses volunteer to put out and take in Market promotion signs from in front of their businesses.

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

Kim Callis reported that once approval is received from the Commonwealth Transportation Board, work will proceed on Phase III, north of the traffic light. The CTB board meets in April.

Tommy Zincone informed members that Scott Rogers and others are working on making US-1 a historical highway throughout Virginia. Mr. Rogers lives in Brodnax and has asked if he could come and talk to the committee about what they are doing and how they would like to expand. Mr. Zincone will try to schedule a date for him to come.

Kim Callis stated that Boydton and Clarkesville’s welcome signs have stone columns. It would be nice to do something to dress up our “Welcome to South Hill” signs. It is expensive to do the stonework, which could be \$12,000 to \$15,000 per sign. Ms. Callis suggested that the SHRC consider doing some sort of landscaping. Sandra Kinker stated she would look into it. She asked where the money would come from and how much would be allotted for the project. Tommy Zincone suggested that she look at the locations and propose a budget.

Frank Malone commented that the wrong way signs printed on the back of Chief Hudson’s HEAT signs are confusing.

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

Sandra Kinker requested Town staff purchase a pre-emergent spray called “Select” for the Market Square, Police Station parking lot, and the Tobacco Museum daylilies. The spray will hopefully make weeding easier down the road.

Ms. Kinker also mentioned that the flowerbed at the Colonial needs some paint.

The Beautification Committee has scheduled a workday on Wednesday, March 24 at 5:00 p.m. Volunteers will meet at the Market Square. The Town will supply bags and vests. One area mentioned was that trash needs to be picked up on East Atlantic Street.

**7. OTHER BUSINESS**

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

In the absence of Mayor Horne, Kim Callis commented that the theatre chairs are the next big thing. They will hopefully be in within the next three weeks. Chairs can be sponsored for \$500 each. Mr. Callis promised members a tour of the theatre after the meeting.

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

Frank Malone reminded members about the following events:

South Hill Revitalization Committee Minutes  
March 16, 2010  
Page 3 of 4

- Breakfast with the Attorney General, March 17 at 7:30 a.m.
- Ribbon Cutting: New Life Chiropractic, March 24 at 11 a.m.
- Chamber Luncheon: Brian's, April 6 at 12:00 p.m.
- Mecklenburg Chamber Unity Luncheon: Centennial Park, April 14 at 12:00 p.m. (A \$5 donation is requested for the Mecklenburg Chamber to sponsor a seat in the Colonial Theatre.)
- Decals are due at the end of March.
- A Chamber Depot Dedication 20<sup>th</sup> Anniversary Celebration will be held in May.

**8. ADJOURNMENT**

The next regular meeting date is Tuesday, April 20, 2010.

There being no further business matters before the SHRC, Charles Wright adjourned the meeting at 12:51 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