



SOUTH HILL REVITALIZATION COMMITTEE, INC.

REGULAR MEETING MINUTES

TUESDAY, APRIL 20, 2010 AT 12:00 PM

The regular monthly meeting of the South Hill Revitalization Committee, Inc. (SHRC) was held on Tuesday, April 20, 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 twelve members attended:

Scott Burnette	Kim Callis	Lisa Clary	Anna Cratch
Woody Kidd	Sandra Kinker	Frank Malone	Carmen Taylor
Michele Taylor	Bill Wilson	Charles Wright	Tommy Zincone

4. APPROVAL OF MINUTES – MARCH 16, 2010

A motion was made by Tommy Zincone, second by Kim Callis, to dispense with the reading of the minutes for March 16, 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:

Mar Beginning Balance	\$ 13,030.45	
Deposits	30.00	– SpringFest Deposit
Expenditures	<1,308.50>	– Advertising and Posters
Mar Ending/ Apr Beginning	<u>\$ 11,751.95</u>	
Deposits	90.00	– SpringFest and Art Show Deposits
Expenditures	<446.50>	– Advertising
Apr Ending	<u>\$11,395.45</u>	

A motion was made by Scott Burnette, 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, Chairman

Lisa Clary reported that she is promoting all current events with several different media including The Local Exchange in The Times Dispatch. SpringFest is May 8. Several new vendors will be participating. Volunteers are needed to help setup from 7:00 a.m. to around 9:00 a.m. Michael Redman and Gill Edwards will be providing entertainment beside the Chamber Office.

Six vendor spaces have been rented for the library Art Show on May 7. Robbie McMillan will be providing the entertainment.

B. Market Square Committee – Kim Callis, Chairman

Kim Callis informed members that the Market Square Committee has approved an advertising budget of a couple thousand dollars. Stick up signs will be strategically placed to direct customers to the Farmers Market. Pat Folio has created a new Market logo. The Market will open the last Saturday in May. Requests have already been received to use that area for car washes.

Liquid Pleasure will be performing on April 28 as part of the Beef Festival. Volunteers are needed to help clean up. Town personnel will help with setup the Tuesday before the event. Frank Malone mentioned that Sam Erwin donated a U-Haul truck to help with transporting items to the event.

C. Design Committee – Kim Callis, Chairman

Last week, Kim Callis spoke with Gail Moody. With VDOT, from the time of application to contract time is usually seven months. The contract for Phase 3 should hopefully be received in May or early June. The work will be done in two phases. The first and most expensive phase will be to remove the overhead utilities and place them behind the buildings. Once that is done, work can begin on the streetscape consisting of brick pavers and new streetlights from the traffic light to Franklin Street.

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

Sandra Kinker reported that a youth bible study group will be picking up trash on Lombardy Street on April 20 starting at 7:15 p.m. Ms. Kinker thanked Town personnel for aiding the effort by mowing in that area. She asked them to please spray the weeds at the Market Square.

Charles Wright thanked everyone who participated in the last Beautification Committee event. He also thanked Glenn Allen for his donation of "Trashy Woman" t-shirts. The SHRC Beautification Committee will meet again on Monday, April 26, 2010 at 5:30 p.m. at the Market Square to help cleanup areas around Town.

Ms. Kinker informed members that she called Michael Carter to see about getting rock around the Town's gateway signs, for this would require less maintenance than mulch. Mr. Carter informed her that he needs a letter from the SHRC requesting 60 tons of #57 stone. Vulcan will donate the stone; Town staff will have to go get it. Kim Callis stated that something will soon be placed at all the

gateway signs stating, "Home of the 2011 Dixie Softball World Series". Tommy Zincone suggested asking the assistance of Nancy Drewry, a master gardener, with the stones/rocks.

7. OTHER BUSINESS

A. Historic Route 1 – Scott Rogers, President of the Jefferson Davis Association

Scott Rogers informed members that he was born in South Hill and now lives in Brodnax. He is President of the Jefferson Davis Association, which is a small non-profit organization in Chesterfield County that has been working since 1992 to revitalize the Jefferson Davis Route 1 corridor. They were successful in getting the area designated as an enterprise zone and have had tremendous growth. They are also involved in all the neighborhood communities and work with many businesses.

The Jefferson Davis Association is attempting to market the Route 1 highway similar to Route 66 to help drive more traffic into the smaller towns and help with economic development and revitalization efforts. It will hopefully pull people off the interstates who are looking for a simpler vacation with several things to do.

A grant was received from the Virginia Department of Historic Resources (DHR) to develop a user-friendly website, which will open up in the next couple of weeks (<http://www.historicrouteone.com>). All of southern Virginia will be included on the website; it will pull up to five miles off Route 1 to help pull Kings Dominion and other places of interest. There are over 250 DHR declared historic sites just on Route 1 in the state of Virginia. Other states have been pulled into this effort as well. The only state on the east coast that has not got involved is Maryland because Route 1 is so blighted there. Richmond and Chesterfield are the worst areas on Route 1 in Virginia.

The Jefferson Davis Association worked with a marketing firm that helped develop a historic Route 1 logo that VDOT has already approved. The logo is available in .pdf form for banners and marketing items.

Delegate Sam Nixon introduced a bill to the state legislature proposing declaring Route 1 as a historic highway in Chesterfield and Colonial Heights. The bill passed unanimously with VDOT. All of the delegates throughout the state of Virginia that Route 1 runs through were asked to petition the governor to declare the entire highway throughout the state as a historic highway.

The Jefferson Davis Association has some folks working on a song with the motto "Have Fun on Route 1" versus "Get Your Kicks on 66". They have also got in touch with the history channel and some of the other travel channels to start doing some shows. They have a big media event scheduled for May 11.

Mr. Rogers expressed desires to work with PBS to record the wonderful stories that people have to tell about the many historic locations on Route 1.

B. Colonial Center Update – Mayor Earl Horne

Michele Taylor informed members that Lee Cherry's painting "Evening at the Colonial" will be featured on the front page of the new BIT phone book being released in May.

In the absence of Mayor Horne, Kim Callis reported that the theatre seats are in, and the carpet is being installed. Most of the chandeliers and sconces have been hung. Kenbridge is currently working on the green room and dressing rooms. Current pictures have been posted on the Town website.

C. Chamber of Commerce News – Frank Malone

Frank Malone reminded members about the following events:

- Beef Festival followed by Liquid Pleasure, Centennial Park, April 28
- SpringFest, May 8
- 20th Anniversary Chamber Depot, June 10 at 11:00 a.m.
- Southside Rescue Squad 50th Anniversary, July 10 from 11:00 a.m. to 2:00 p.m.

8. ADJOURNMENT

The next regular meeting date is Tuesday, May 18, 2010.

There being no further business matters before the SHRC, Charles Wright adjourned the meeting at 12:56 p.m.

Respectfully submitted by Anna B. Cratch.

Signed:

Charles Wright, President

Attest:

Anna B. Cratch, Secretary