



## SOUTH HILL REVITALIZATION COMMITTEE, INC.

### REGULAR MEETING MINUTES

TUESDAY, MAY 18, 2010 AT 12:00 PM

The regular monthly meeting of the South Hill Revitalization Committee, Inc. (SHRC) was held on Tuesday, May 18, 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 over the free lunch provided by Tommy Zincone along with brownies from Mary Tatum.

#### 3. SIGN IN

##### A. Committee Members

The following eighteen members attended:

Robin Allen	Scott Burnette	Kim Callis	Lisa Clary
Anna Cratch	Pat Folio	Charles Hudson	Woody Kidd
Sandra Kinker	Frank Malone	Jimmy Martin	Barbara Nanney
Mary Tatum	Carmen Taylor	Martin Wetherbee	Bill Wilson
Charles Wright	Tommy Zincone		

##### B. Others in Attendance

Karen Beal, 107.7

#### 4. APPROVAL OF MINUTES – APRIL 20, 2010

A motion was made by Tommy Zincone, second by Kim Callis, to dispense with the reading of the minutes for April 20, 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:

Apr Ending/May Beginning Balance	\$ 11,395.45	
Deposits	2,230.00	– SpringFest and Art Show Deposits

Expenditures <2,907.82> – Advertising, SpringFest and Art Show  
May Ending/June Beginning \$ 10,717.63

Mr. Kidd reported that he took in \$2,100.00 from SpringFest. \$365.00 was spent on port-a-johns and \$1,163.30 was spent on advertising and general expenses, which left a profit of \$571.70.

\$320 was taken in from the Art Show. \$1,116.67 was spent on the reception and prizes, which left a loss of \$796.67.

Around \$224.97 was lost between the combined events.

**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. KAREN BEAL WITH 107.7 RADIO – FUTURE PLANS

Karen Beal reported that Rich Clary is coming back to South Hill. The station is scouting for an affordable location around 316 sf that will allow the installation of certain equipment outside the building. They are changing their format and trying to localize the 107.7 radio station to Southside Virginia. They play Today's Favorites/Yesterday's Hits (non-offensive music) with a live broadcast from 6 a.m. to 9 a.m. Mr. Clary is learning the ropes again because technology has changed. A lot of voice tracking is done now and sometimes the DJs don't even have to be there. The station will also be looking for advertisers.

## 7. COMMITTEE REPORTS

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

Lisa Clary reported SpringFest was not the best this year due to the wind, Mothers Day and other activities. Next year's event will be moved along Mecklenburg Avenue up to Boyd, and business owners on that street will receive one free space in front of their building to showcase items for that day. The theatre will hopefully be open by then, and music will be provided for the event. More children's activities are planned. The pony rides didn't show up this year and a lot of children were disappointed; members are talking about getting sponsors to pay for this activity next year to guarantee it (around \$250 an hour). Members are also attempting to book the train for rides next year. Robin Allen mentioned that a lot more volunteers will be needed by moving this family oriented event downtown. Carmen Taylor commented that allowing Rosemont Winery to sell their goods would probably help attendance. Scott Burnette brought up the question of possibly selling beer as Savannah does. Barbara Nanney and Ms. Clary were not in favor of providing alcohol at SpringFest. Ms. Allen stated that SpringFest's mission now is more of a marketing tool to bring people to South Hill. Ms. Clary asked what Saturday in May would be best to hold the event next year. Ms. Allen commented that there is always something going on in South Hill. **A motion was made by Kim Callis, second by Carmen Taylor,** to hold SpringFest on either the second or the third Saturday next year. A final date will be released at the June meeting. Motion carried unanimously.

The Art Show was a little smaller this year; however, the addition of music by Robbie McMillan worked wonderfully. Wine will be allowed once the show is moved to the Colonial and will hopefully increase attendance.

In regards to the South Hill Performing Arts Council, if they are active, they will receive the grant funds if awarded. If they are not active, the SHRC will receive the funding.

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

Kim Callis reminded members that Leggz will be performing at the June 3 Affair on the Square. Gates will open at 5:30 p.m., and the band will start at 6:00 p.m.

Mr. Callis reported that the South Hill Farmers Market will open Friday, May 28. On May 29, a local teenage band, The Daydreamers, will be performing at 10:00 a.m. Lisa Clary commented that advertising has been placed in the papers and will be announced on the local radio. Anna Cratch reported that one vendor has currently signed up for Friday and four have signed up for Saturday. Producers, crafters and bakers are all welcome to our Market. Churches and youth groups are also encouraged to use the Market Square for their fundraising activities. Ms. Cratch explained that baked goods including jams and jellies that do not require temperature control may be sold at the Market but must be wrapped and include a disclaimer that they were processed and prepared without state inspection and are not for resale.

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

Kim Callis just received some VDOT documents for signature. They will be returned to Gail Moody for the contract. Once the contract is signed, Phase 3 can begin. Bill Wilson has been speaking with the folks that manufacture the streetlight posts in the hopes of getting a shorter post of the same style for stop signs. The crosswalks at Atlantic Street and Mecklenburg Avenue will be painted as well.

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

Sandra Kinker asked Town personnel to clean out the drains on East Atlantic Street. Ms. Kinker stated that Kenbridge has informed her that the flowerbed by the Colonial will be torn down; therefore, she has removed the plants that were there. A Beautification Committee meeting was scheduled for May 24 at 5:30 p.m. at the Market Square.

Pat Folio shared marketing materials used in Tennessee.

**8. OTHER BUSINESS**

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

Kim Callis reported that seat sells will be underway soon. The Mayor is meeting with groups regarding awnings for the building. The sound and lighting people will be back in the near future to train. The greenroom and dressing rooms are still under construction. Due to the expense, the electronic marquee is something that will be completed down the road.

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

Frank Malone reminded members about the following events:

- Annual Chamber Dinner, June 8 at 6 p.m. (Days Inn) Cash bar provided.
- 20<sup>th</sup> Anniversary Chamber Depot, June 10 at 11:00 a.m. Hot dog cookout.
- Southside Rescue Squad 50<sup>th</sup> Anniversary, July 10 from 11:00 a.m. to 2:00 p.m.

Leisure Publishing is off and running for the 2011 Lake Country edition. This year, each chamber will receive a 5% rebate of every ad sold for their membership.

**9. ADJOURNMENT**

The next regular meeting date is Tuesday, June 15, 2010.

There being no further business matters before the SHRC, Charles Wright adjourned the meeting at 1:06 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