



**SOUTH HILL REVITALIZATION COMMITTEE, INC.**

**REGULAR MEETING MINUTES**

**TUESDAY, JULY 20, 2010 AT 12:00 PM**

In the absence of Secretary Anna Cratch, Lisa Clary reported the minutes as follows.

The regular monthly meeting of the South Hill Revitalization Committee, Inc. (SHRC) was held on Tuesday, July 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**

Judy Jacquelin, 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:

Lisa Clary	Pat Folio	Judy Jacquelin	Woody Kidd
Sandra Kinker	Frank Malone	Jimmy Martin	Steven Stanley
Mary Tatum	Carmen Taylor	Bill Wilson	Charles Wright

**B. Others in Attendance**

Scott Rogers

**4. APPROVAL OF MINUTES – JUNE 15, 2010**

A motion was made by Bill Wilson, second by Charles Wright, to dispense with the reading of the minutes for May 18, 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>June</b> Beginning Balance	\$ 9,952.63
Expenditures	<1,004.22> – Advertising
<b>June Ending/July</b> Beginning	<u>\$ 8,948.41</u>
Expenditures	<1,352.36> – Advertising

Deposits	40.00 – Farmers Day Space
	8,000.00 – Town of South Hill
<b>July Ending</b>	<b>\$15,636.05</b>

**6. COMMITTEE REPORTS**

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

Lisa Clary reported that it is a bit of a slack time until the next Affair on the Square, September 23 and Farmers Day. Volunteers will be needed for these events. Promotions have started and will be increased in August and September to solicit vendors, etc. The ad has been placed in The Enterprise’s Lake Country Magazine, and the order has been placed with Leisure Publishing for an ad in their magazine. The cost of the Leisure Publishing ad was split between the two by ordering a smaller ad for Leisure this year; they will adjust the size to fit the space. It will cost around \$410 dollars for the ad and a link online. The cost for both publication ads was about the same as last year; however, the Leisure Publishing ad will have only a one-year shelf life instead of two this time around.

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

In the absence of Kim Callis, Pat Folio informed members that the South Hill Farmers Market has had about 50 people per week (about 400 for the weeks it has been open) who have registered for a Farmers Market tote bag. Ms. Folio requested that people let her know if they have prizes for the drawings. The drawings are held on Monday or Tuesday, and the winner can pick up their gift at the appropriate store. Ms. Folio reported she had a hard time getting vendors for July 17 but ended up with the Girl Scouts, PVHS car wash, and several others. The Girls Scouts did well with their recycling project and will host another recycling event on September 11 at the Farmers Market. Ms. Folio is looking for volunteers to help set up on Saturdays from 7:30 a.m. until 8:00 a.m. It would be a great opportunity for children and junior volunteers.

Local radio and newspapers have been advertising the Market as much as possible, but more vendors are needed including crafters, bakers, artists and more. Folks are being referred to the VDACS to help them meet the rules and guidelines more easily so they can have their produce and food at the Market. Two Old Ladies and an Oven are also pursuing avenues to open a small bakery business. They have met with Larry Harris to develop a business plan and are now seeking information on grants and such to help with funding their project.

Downtown businesses are asked to come up with promotions that can be used on Market days as customers visit the Market Square that will bring them into downtown stores. Ms. Folio is willing to distribute coupons, flyers etc., for any event that businesses may want to promote that day. Lisa Clary will get information to the newspapers. Ms. Clary has also started a Facebook page for the South Hill Revitalization Committee. It has 55 fans so far and will be updated as needed.

This is a “crude type of business incubator” and hopefully will help draw more business downtown. Mayor Horne is seeking letters of support to help receive a grant for a Market Square Shelter. Several members agreed to send letters in support.

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

In the absence of Kim Callis, Bill Wilson reported that Phase III of revitalization will begin as soon as the proper channels are followed in this process for that part of downtown.

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

No report was given for the Economic Restructuring Committee.

**7. OTHER BUSINESS**

**A. The Horseshoe Restaurant – Scott Rogers**

Scott Rogers approached the committee about getting support to purchase and revitalize The Horseshoe Restaurant in downtown South Hill. This will be a definite plus and all were supportive. Mr. Rogers needs some bank backing, and members gave him several ideas. Members also suggested he meet with Mayor Horne to discuss the possibility of the Old Bob Martin building as a restaurant and to get general support for his venture. He distributed sheets (as attached) with his ideas for the old 30's and 40's style restaurant that will serve breakfast, lunch and dinner and have a full bar.

**B. Proposed Revision to Restaurant and Retail Guide – Tommy Zincone**

Tommy Zincone will work on updating the Retail and Restaurant guide in time for the 2011 Ball Tournament scheduled for July 29 through August 4, 2011. Mr. Zincone will be adding beauty salons and fitness centers to the guide. He will get a price quote and updated Town business license list for these brochures. This will be the third guide sponsored by the SHRC in the last five years or so. They are distributed all over the county to help visitors find hotels, restaurants, shopping areas and more.

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

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

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

Frank Malone gave the Chamber news including an update on the upcoming monthly programs. Mr. Malone also talked about the Recruiter Volunteer list that will be discussed at the Chamber Board Meeting in August. He wants to have a person who will get volunteers for the events scheduled through the year and then take care of the project through the event. This is in hopes of getting more Chamber Board members involved in helping. Pat Folio suggested junior volunteers, but it was pointed out that we do use the youth of the local schools at several events each year. The students are great, and we will continue to use them whenever we can. Volunteers will be a big part of the new fiscal year and the events planned for it, so any and all assistance is greatly encouraged.

**E. SHRC Participation**

It was mentioned that the Revitalization Committee needs to be revitalized so to speak to get members back on track for looking out for businesses downtown and all around town. The SHRC voted to change the next meeting dates back to the third Wednesday of every month in an effort to get some of the members back who could not attend meetings on Tuesdays.

**8. ADJOURNMENT**

The next regular meeting date is Wednesday, August 18, 2010.

There being no further business matters before the SHRC, Judy Jacquelin adjourned the meeting at 1:00 p.m.

Respectfully submitted by Anna B. Cratch with gracious thanks to Lisa Clary for taking the minutes.

Signed:

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Judy Jacquelin, President

Attest:

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Anna B. Cratch, Secretary