



SOUTH HILL REVITALIZATION COMMITTEE, INC.

REGULAR MEETING MINUTES

WEDNESDAY, NOVEMBER 16, 2011 AT 12:00 PM

The regular monthly meeting of the South Hill Revitalization Committee, Inc. (SHRC) was held on Wednesday, November 16, 2011 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. Lunch was purchased by the SHRC and provided by Pizza Hut.

3. SIGN IN

A. Committee Members

The following fifteen members attended:

Kim Callis	Lisa Clary	Anna Cratch	Earl Horne
Judy Jacquelin	Woody Kidd	Sandra Kinker	Beth Smith
Steven Stanley	Carmen Taylor	Jean Thompson	Martin Wetherbee
Shirley Wetherbee	Bill Wilson	Tommy Zincone	

B. Others in Attendance

Members welcomed Mary A. von Jerseloff and Lorraine Kay to the meeting.

4. APPROVAL OF MINUTES – OCTOBER 19, 2011

A motion was made by Beth Smith, second by Woody Kidd, to dispense with the reading of the minutes for October 19, 2011 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:

October Beginning	\$16,264.86	
Expenditures	<822.45>	– Advertising and Monster Mash
October Ending/November Beginning	\$15,442.41	
Expenditures	<239.55>	– Advertising

November Ending

\$15,202.86

A motion was made by Sandra Kinker, second by Steven Stanley, 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 all events are being advertised including the Christmas Farmers Market, Tell Santa at the Chamber Depot and the parade. The giant stockings will all be delivered hopefully by Thanksgiving. There are 53 participating businesses. Both stockings are valued at around \$600.

Council approved downtown businesses to hold a sidewalk sale in coordination with the Christmas Farmers Market on December 3. There has to be room for people to walk down the sidewalk. Only items that are normally sold at your business can be sold on the sidewalk in front of your business. The purpose of the sale is to promote your store. More "Feet on the Street" is the goal. There are 23 vendors signed up for the Christmas Market. It is up to the SHRC to let businesses know about the sidewalk sale.

The Chamber is pretty much decorated for Toyland except for the items that can't be done until the day of the event. The inflatables haven't been placed due to the recent wind speeds.

Judy Jacquelin commented one of the younger members suggested having a Facebook page. Lisa Clary commented the SHRC has a page which she updates as frequently as she can.

B. Market Square Committee (MSC) – Kim Callis, Chairman

Kim Callis reported the work on the shelter is continuing. The contractors are painting this week; the steel is being painted black. The roof should go on next week. The sign has arrived, and as soon as the construction is complete, Public Works will mount the sign. If the weather cooperates, work should be completed the last week in November. Beth Smith asked if the Rotary could be located under the shelter during events. Mayor Horne commented the grease from cooking could stain the sign. It was mentioned tents help keep a festive look.

The MSC plans to do six events in 2012. The Affair on the Square events are scheduled for the third Thursday in April, May, June and July. The Band Subcommittee almost has a full slate of bands for next year. They are also doing the band at the Picnic in the Park and Monster Mash.

Monster Mash will not be changed from the Saturday before Halloween because it gives parents more time at the Monster Mash, and it allows for a rain date. In spite of the weather, there was still a really good turnout at the Monster Mash. Thanks to everyone who participated. Robert Harris took 51 photos.

It was the Farmers Market Subcommittee's idea to do the Christmas Farmers Market on December 3. Jean Thompson asked members to arrive early and help setup; she will be there at 6:45 a.m. Lillian Gibson and Tommy Zincone have already volunteered to help.

C. Design Committee – Kim Callis, Chairman

Kim Callis reported we couldn't get the easement needed with the plans drawn as they were so Dominion came up with another idea which has been sent to the gentleman in Delaware who owns the property that is affected. As of yesterday afternoon, he has not responded. One pole has to be moved, and another one has to be put in. Mr. Callis applauded Gail Moody, Randy Jones and the folks at Virginia Dominion Power because it is frustrating. Once the easement is obtained, it will go to bid pretty quickly.

Judy Jacquelin asked if the Design Committee could be called together and review the plans submitted by the graduate student. Mr. Callis reported that when something is submitted, it will be presented to the SHRC meeting.

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

Sandra Kinker commented she had an opportunity to go to the Repeat Boutique and it is a very nice business.

In answer to a question from Ms. Kinker, Woody Kidd stated Paul Duffer purchased the old Carver Furniture building that was auctioned. The problem with absentee owners was discussed briefly.

A few complaints have been heard regarding the new location of the Dollar General at East Atlantic Street. A different façade choice would have fit the location better, but businesses are built to look the same so there is instant recognition. Council could not decline Dollar General's request to move to the new location because the zoning permits it. Council did approve extra parking.

Ms. Kinker reminded members they need to be aware of and looking for a plan for the downtown area, because you can't know where you're going if you don't know how to get there. Kim Callis stated we have the following things going on: farmers market, theater, college, library, new addition to the sports complex, work beginning at Centennial Park, etc. The Mayor and others have knocked on the doors of the owners for these empty buildings. Mr. Callis does not know what else can be done right now. He asked what members want to see. Staff just wants to see the buildings occupied with good things, but the owners are not interested. What it is going to take is people like Scott Rogers. Everyone needs to help get the word out.

Tommy Zincone commented it would be nice to have a printout of the incentives the Town has for small businesses. He was informed it is on the Town Website under Visitor Information/Business. Mr. Zincone mentioned a list of helpful resources would also be nice. Mayor Horne stated there are two types of incentives available, one for retail and a special one for downtown. The first ones to take advantage of the incentives were the Tractor Supply owners who stated how useful and helpful they were. Other towns have copied our incentives. Until the property owners decide to make a change, there is nothing you can do unless it gets so dilapidated that the code permits action. Ms. Kinker stated she would like to have paid personnel help with the downtown plans.

7. OTHER BUSINESS

A. The Colonial Center Update – Mayor Earl Horne

Mayor Horne commented there is a lot going on in December. The Christmas Farmers Market is December 3 along with the sidewalk sales. That night is the Christmas Choir Sing at 7:30 p.m., and it only costs \$5 per person. The Best Christmas Pageant Ever is scheduled for December 9, 10 and

11. Tickets are \$15 each and are moving faster for this show than any other one. The Park View High School Band Concert is scheduled for December 20 at 7:00 p.m. with tickets at \$7 each.

November 18 is the last day the ornaments can be purchased for the Colonial Memory Tree.

The third wedding to be held at The Colonial Center is happening soon between two recent high school graduates who met in Joseph and the Amazing Technicolor Dreamcoat.

CATS is scheduled for five shows in 2012. The tryouts for the Christmas show were overwhelming with 20 to 30 younger participants. Lisa Jordan has a great professional lineup and big civil war activities planned too.

B. Chamber of Commerce News – Frank Malone

In the absence of Frank Malone, Lisa Clary reported the Holiday Bazaar is this weekend. Tell Santa at the Chamber Deport is December 1 from 4:00 p.m. to 7:00 p.m. Santa Claus for a Cause is December 3 from 9:00 a.m. to 12:00 p.m. The South Hill Chamber/Peebles Christmas Parade is December 4 at 2:00 p.m.

8. ADJOURNMENT

The next regular meeting date is Wednesday, January 18, 2012.

There being no further business matters before the SHRC, Judy Jacquelin adjourned the meeting at 12:54 p.m.

Respectfully submitted by Anna B. Cratch.

Signed: _____
Judy Jacquelin, President

Attest: _____
Anna B. Cratch, Secretary