



SOUTH HILL REVITALIZATION COMMITTEE, INC.

REGULAR MEETING MINUTES

WEDNESDAY, JANUARY 18, 2012 AT 12:00 PM

The regular monthly meeting of the South Hill Revitalization Committee, Inc. (SHRC) was held on Wednesday, January 18, 2012 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 The Hungry Farmer.

3. SIGN IN

A. Committee Members

The following twenty-five members attended:

Glenn Allen	Robin Allen	Kim Callis	Lisa Clary
Anna Cratch	Carol Crough	Kell Fleshood	Nancy Fleshood
Derek Hazelwood	Judy Jacquelin	Mary A. von Jensdorff	Lorraine Kay
Woody Kidd	Sandra Kinker	Frank Malone	Mike Moody
Steven Stanley	Carmen Taylor	Stuart Taylor	Jean Thompson
Martin Wetherbee	Shirley Wetherbee	Bill Wilson	Charles Wright
Tommy Zincone			

B. Others in Attendance

Kim Callis welcomed Lee Pambid, Planner with Henrico County and Master's Degree Candidate in the Urban and Regional Planning Program at the L. Douglas Wilder School of Government and Public Affairs at VCU.

4. APPROVAL OF MINUTES – NOVEMBER 16, 2011

A motion was made by Carol Crough, second by Tommy Zincone, to dispense with the reading of the minutes for November 16, 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:

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November Beginning	<u>\$15,442.41</u>
Expenditures	<362.55> – Advertising and Lunches
November Ending/ December Beginning	<u>\$15,079.86</u>
Expenditures	<3,883.58> – Advertising
Deposits	3,300.00 – Giant Stocking Fund
December Ending/ January Beginning	
<u>\$14,496.28</u>	
Expenditures	<738.80> – Advertising
Deposits	100.00 – Barbour Contribution
January Ending	<u>\$13,857.48</u>

A motion was made by Tommy Zincone, second by Lisa Clary, to approve the Treasurer’s Report as submitted by Woody Kidd. Motion carried unanimously.

6. ATLANTIC STREET DOWNTOWN AND COMMERCIAL CORRIDOR DESIGN MASTER PLAN – LEE PAMBID

Lee Pambid was raised in South Boston and worked as its Town Planner for seven years until accepting the position of Planner with the Henrico County Planning Department. Mr. Pambid has chosen to study the Atlantic Street corridor as his Master’s Studio II project at the VCU School of Urban and Regional Planning. He will be creating a Studio II plan, which is supposed to be a professional, implementable plan for the client. This will be a non-binding document for recommendation only. He only has about three months to complete the plan, so this will really be just the first step for Atlantic Street. The point of contact will be Kim Callis.

The Atlantic Street corridor is 1.1 miles from the intersection at Mecklenburg Avenue and Atlantic Street and stretches out to the Denny’s and McDonald’s area. The gateway is at the interstate and the intent is to draw people into the downtown. Mr. Pambid would rather consider Atlantic Street as part of the downtown area rather than part of the big box district where the hotels and gas stations are. Pedestrian connectivity is great in this area; Atlantic Street is very easy to walk. Some of the improvements that will be discussed are streetscape, traffic flow, and zoning policy amendments. One of the recommendations will be to look at the comprehensive plan and get a little more out of it to guide future decisions better. He will explore the possibilities of extending the downtown design characteristics to the eastern end of the corridor.

The final draft will be completed in April and will be submitted to several parties for comments. The final presentation will be in Richmond in May. A content advisor, also an instructor, with a broad base of experience will be studying the project. Mr. Pambid will be contacting several sources for data collection. Stuart Taylor invited him to attend any of the South Hill Planning Commission meetings.

Questions or comments can be directed to Mr. Pambid via email at pambidln@vcu.edu.

7. COMMITTEE REPORTS

A. Promotions Committee – Lisa Clary, Chairman

Lisa Clary reported Tell Santa was huge.

Hopefully, the 2012 event calendar will be completed in time for distribution with the Chamber decals.

Business owners are asked to let Frank Malone know if they want the space in front of their business for SpringFest. Promotions for SpringFest have already begun.

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

Kim Callis reported the committee has set the music schedule for 2012. There will be six events including four Affairs on the Square called the “Third Thursday Music Series” in April, May, June and July. The bands are Overtime (favorites), Jason Link (country), Jim Quick and Coastline (beach), and Love Tribe (80s rock). The Redneck Pool Party will be at the Picnic in the Park on July 3. Monster Mash will be the last Saturday in October. Event sponsors are being sought.

There is a possibility South Hill will be able to host a wholesale Farmers Market at the Market Square on Tuesdays. This would be available for local farmers to share their goods with local restaurants, schools, etc. It is another way to increase activity in the middle of Town.

No answer has been received regarding funding for the third structure along Mecklenburg Avenue Extension at the Market Square.

The Christmas Farmers Market was exceptional. Due to the cold weather, it was suggested that the special market be started a little later, say 10:00 AM, and extended through the afternoon.

C. Design Committee – Kim Callis, Chairman

Kim Callis informed members that we are still waiting on a signature to be able to bid out the work downtown. There is currently no more TEA-21 funding for projects such as Atlantic Street. Much of the transportation money is now going for infrastructure repairs.

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

There was no report for the Economic Restructuring Committee.

8. OTHER BUSINESS

A. The Colonial Center Update – Mayor Earl Horne

Kim Callis encouraged members to visit The Colonial Center website at www.colonialcentervva.org for an update on their upcoming events.

Tommy Zincone commented that the awnings are in bad shape on the old Bob Martin building.

B. Chamber of Commerce News – Frank Malone

Frank Malone reported the Beef Festival tickets are in and through February 29, they are available for \$20. This is another event that brings people to South Hill. **A motion was made by Lisa**

Clary, second by Tommy Zincone, to authorize the SHRC to purchase 25 Beef Festival tickets for promotional giveaways. Motion carried unanimously.

Due to rainy weather at past events and to help tie it in with the Farmers Market, Farmers Day will be held in the parking lot of the R. T. Arnold Library on September 29 from 8:00 a.m. to 1:00 p.m. The tractors will line up in the knowledge center parking lot. The Wine Festival will be held on September 22 this year, but if all goes well, it will be held on the afternoon of Farmers Day next year.

Tell Santa at the Chamber Deport will be on November 28, and the parade will be on December 2.

C. Misc.

Kim Callis informed members about the renovations taking place at Centennial Park in order to comply with new regulations and to make the park better. A lot of trees have been taken down at the park. Maples, oaks, dogwoods and other nice shade trees will be replanted and the area will be landscaped. Staff hopes to bid out the work in the next couple of weeks. The playground equipment will hopefully be installed the first week in March on the upper field in the shaded area. The old equipment will be removed from the lower park, and it will be a green area with a detention basin. It will be a more open space that is more conducive to events like the wine and beef festivals, etc.

Mr. Callis stated that because there have been a couple of near misses on Dortch Lane and East Atlantic Street, no parking is now allowed on East Atlantic Street or Dortch Lane.

9. ADJOURNMENT

The next regular meeting date is Wednesday, February 15, 2012.

There being no further business matters before the SHRC, Judy Jacquelin adjourned the meeting at 1:05 p.m.

Respectfully submitted by Anna B. Cratch.

Signed: _____
Judy Jacquelin, President

Attest: _____
Anna B. Cratch, Secretary