



**AMHERST COUNTY
ROUTE 29 BUSINESS
BEAUTIFICATION COMMITTEE**



MINUTES

DATE: January 4, 2023
TIME: 4:00 PM
PLACE: Administrative Office Comp

1. Call to Order

Members Present: Beverly Jones, Virginia Myers, Calvin Kennon, Tony McBride, Benita Unrue, Dottie Rucker, Teresa Brooks, Lori Saunders and Nate Young.

Staff Present: Stacey Stinnett

Madam Chair Jones called the meeting to order at 4:00 pm.

2. Approval of Agenda

Route 29 Business Beautification Committee Recommendation:

Motion: To approve the agenda as submitted.

Motion made by: Saunders

Second: Unrue

Motion carried by a 9-0

3. Approval of Minutes for November 22, 2022

Route 29 Business Beautification Committee Recommendation:

Motion: To approve the November 22, 2022 meeting minutes as submitted.

Motion made by: Kennon

Second: Saunders

Motion carried by a 9-0

A. Minute Attachment

4. Citizens Comments

Aaron Ferro, owner of Ferro Felling Tree Services, introduced himself and stated that he would like to assist the County by helping contribute his services to make the Route 29 Business Corridor cleaner and more attractive.

Route 29 Business Beautification Committee Recommendation:

Motion: Motion to authorize staff to work with Ferro Felling Tree Services to eliminate the trees on Ridge Street guardrail that overhangs to the corridor exit.

Motion made by: Kennon

Second: Saunders

Motion carried by a 9-0

Mr. Kennon stated that Mr. Ferro was welcome to use his parking lot to park his equipment at Specialty Exterminating.

Deputy S.W. Martin introduced himself. He stated that he was a deputy with the Amherst County Sheriff's Office and works with the Amherst Community Development Department in Code Enforcement. He stated that he is tasked with cleaning up trash, condemned houses, grass and junk cars.

5. Route 29 Business Beautification Sub-Committee for Billboard Sign

Chair Jones and the sub-committee for the billboard sign presented two signs.

In response to the sub-committee, Mr. McBride stated that these three dimensional and cutout signs could be expensive and billboards have a maximum size limit. Mr. McBride also stated that there were sign regulations that you must abide by because, if not, you could be in violation with Virginia Department of Transportation.

The committee came to a consensus that the Sheriff's Office would talk to the schools, get them involved, and educate our youth. The Committee also agreed with having a billboard that advertised a phone number for citizens to contact and leave messages reporting areas of litter.

Route 29 Business Beautification Committee Recommendation:

Motion: Direct staff to add a local phone line for citizens to leave messages regarding areas of litter.

Motion made by: Kennon

Second: Myers

Motion carried by a 9-0

6. Budget Review

The Route 29 Business Beautification Committee discussed the budget.

7. Old/New Business

A. Status On Committees Own Facebook Page - Staff

Mr. Young updated the Committee regarding his discussion with the Interim County Administrator, Jeremy Bryant, and found that the Route 29 Business Beautification Committee

could not have a separate Facebook page. However, they could have their own frame off the County's Facebook page.

B. Status on Billboard Sign Locations - Tony McBride

Mr. McBride stated that he looked into available billboard locations and currently the only location available at this time is in Faulconerville.

Chair Jones stated that the billboard location needed to be within the corridor and, since Falconerville was not, to reconsider other locations and when a spot becomes available within the corridor, then the committee would reconsider.

C. Update from Sign Design Subcommittee - Beverly Jones, Virginia Myers & Calvin Kennon

The committee would like for staff to look into how much it would be to hire a service or rent a sweeping truck that could clean Route 29 Corridor and ditches periodically. Staff was asked to look into making sure businesses had trash cans at their locations.

D. Thank You Letter to Public Works - Lori Saunders

Chair Jones read the letter to the committee and signed it and had staff mail the letter to Public Works and the Sheriffs Office.

E. Status on Rt 29 BBC Advertising Sign - Staff

Mr. McBride showed the new signs that he had done for the mini-grant advertising. The Committee asked staff to get permission to put these signs on the most recently approved mini-grant business sites.

F. Update on Water Tower Conversation with Jennifer & Drew - Lori Saunders

Mrs. Saunders updated the Committee that she had spoken with Jennifer Moore.

G. Update on Maintenance Position

Mr. Young reminded the Committee that the Board of Supervisors would be having their workshop on January 17th at 5:00 p.m. to prioritize and rank the supplemental budget. The Board of Supervisors Meeting will be at 7:00 p.m. that night. Mr. Young advised the Committee to be there for both meetings to discuss the maintenance position for the Route 29 Business Beautification Corridor.

Mr. Young discussed the work being down at the lower part of the Seminole Shopping Center. Mr. Kennon asked the staff to take a picture and post it on the Rt 29 BBC Facebook frame.

Mr. Kennon also discussed creating an award program for the businesses within the corridor that are doing a phenomenal job of keeping their businesses looking their best. Chair Jones asked the committee to come up with a slogan for this incentive program and bring it back to the next meeting.

Mr. Kennon also stated that the Chamber of Commerce could make a video and put on the Chamber of Commerce and the County Facebook pages interviewing these businesses. Also, Mr. Kennon asked that Justin Foulconer of the News and Advance be invited to the Rt 29 BBC meetings so that he could publicize the work of this committee as well as the businesses throughout the corridor.

There was a brief discussion amongst the committee regarding a welcoming sign for "Madison Heights" like the signs that have been put up in Clifford and Elon. Chair Jones asked the staff to look into this and bring back to the next meeting.

8. Adjournment

There being no further business to discuss, the meeting was adjourned at 5:11 p.m.

Route 29 Business Beautification Committee Recommendation:

Motion: Motion to adjourn.

Motion made by: Jones

Second: Unrue

Motion carried by a 9-0

Chairman