



**AMHERST COUNTY
ROUTE 29 BUSINESS
BEAUTIFICATION COMMITTEE**



MINUTES

DATE: March 28, 2023
TIME: 4:00 PM
PLACE: Administrative Office Comp

1. Call to Order

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

Members Absent: Tony McBride

Staff Present: Stacey Stinnett and Deputy Martin

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

2. Approval of Agenda

Route 29 Business Beautification Committee Recommendation:

Motion: Motion to approve the agenda as submitted.

Motion made by: Kennon

Second: Brooks

Motion carried by a 8-0 vote.

3. Approval of Minutes for February 28, 2023

A. Minutes

There were a couple of changes made to the minutes.

Route 29 Business Beautification Committee Recommendation:

Motion: Motion to approve the agenda with the two changes.

Motion made by: Brooks

Second: Kennon

Motion carried by a 7-0 vote. (Unrue abstained)

4. Citizens Comments

There were none.

5. Review Incentive Award Certificate (Teresa Brooks)

A. Discussion

The changes made to the award certificate were discussed and the committee tasked Mr. Young with revising the certificate.

The committee discussed nominating a business quarterly (starting next month in April) to be presented with their certificate and have someone from the Route 29 Business Beautification Committee present the award. The committee also wants the awarding business to be advertised on the Committee's Facebook page.

Mr. Kennon stated that the Chamber of Commerce would also advertise on their Facebook page and interview the business.

The committee discussed purchasing frames for the certificates. The committee tasked Mrs. Saunders with purchasing the frames.

Route 29 Business Beautification Committee Recommendation:

Motion: Motion to appropriate up to \$50 to purchase picture frames for the award certificates.

Motion made by: Saunders

Second: Brooks

Motion carried by a 8-0 vote.

The committee discussed the improvements at the Motor World new location site.

Route 29 Business Beautification Committee Recommendation:

Motion: Motion to every quarter nominate a business for the A+ Incentive Award. For this quarter (April) I nominate Motor World.

Motion made by: Kennon

Second: Brooks

Motion carried by a 8-0 vote.

6. Discussion of Madison Heights Community Sign Design and Location

A. Discussion

Mr. Young stated that he had met with Robert Brown from VDOT and Calvin Kennon on the

proposed location of the Madison Heights Community Sign. Mr. Young stated that the location would be approximately 150 feet north of the Specialty Exterminating sign and the culvert.

The committee discussed the design samples of the Madison Heights Community sign. There was a consensus amongst the committee that all of the designs gave the misleading impression of a nautical locality. The committee discussed sample number three (3) with a minor change to send to Tony McBride with McBride Signs..

Mr. Young reminded the committee that this sign should be consistent with the Madison Heights Master Plan.

Route 29 Business Beautification Committee Recommendation:

Motion: Motion to go with design number three (3) (the first design in the second row). Keep the colors the same but move the blue lines under the green window design.

Motion made by: Brooks

Second: Kennon

Motion carried by a 8-0 vote.

7. New Plantings - What to Plant and Where

The committee had a consensus that the types of new plantings and where to plant them would be discussed on the upcoming field trip.

Madam Chair Jones asked that staff make sure the curbs are marked where the daffodil plantings start and end by the time of the field trip so the committee will accurately know where they are planted.

A. Field Trip Date

The committee came to a consensus to schedule the field trip along the Route 29 Corridor for Tuesday, April 25th from 1:00 pm to 3:00 pm.

The committee was asked by Madam Chair Jones to meet at the Amherst Administration Building promptly on April 25th at 12:45 pm.

8. Idea's for Route 29 Business Beautification Committee's Facebook Page

A. Discussion

It was discussed earlier in the meeting that Motor World will be put on the Route 29 Business Beautification Committee Facebook page.

Mr. Young reminded the committee to send any pictures throughout the Route 29 Corridor that they would like advertised on the Facebook page.

9. Budget Review

A. Budget review

The budget was briefly discussed.

10. Old/New Business

A. Discussion of Purchasing Promotional Items Deputy Martin

The committee discussed promotional items for advertisement purposes.

Route 29 Business Beautification Committee Recommendation:

Motion: Motion to appropriate up to \$1500 to be used for the Route 29 Business Beautification Committee promotional items and to include a personalized table cloth and tent.

Motion made by: Kennon

Second: Brooks

Motion carried by a 8-0 vote.

B. VDOT Permit Application (Nate Young)

Mr. Young stated that he is submitting the VDOT application for the Madison Heights Community Sign.

11. Adjournment

There being no further business to discuss, the meeting was adjourned at 5:00 pm.

Route 29 Business Beautification Committee Recommendation:

Motion: Motion to adjourn.

Motion made by: Saunders

Second: Brooks

Motion carried by a 8-0 vote.

Chairman