



**AMHERST COUNTY
ROUTE 29 BUSINESS
BEAUTIFICATION COMMITTEE**



MINUTES

DATE: April 25, 2023
TIME: 1:00 PM
PLACE: Administrative Office Comp

1. Call to Order

Members Present: Beverly Jones (Chair), Dottie Rucker, Lori Saunders, Calvin Kennon, Virginia Myers, Tony McBride, Teresa Brooks & Nate Young

Members Absent: Benita Unrue

Staff Present: Stacey Stinnett, Deputy Martin & Jeremy Bryant

Madam Chair Jones called the meeting to order at 1:00 pm

2. Approval of Agenda

Route 29 Business Beautification Committee Recommendation:

Motion: Motion to approve the agenda.

Motion made by: Brooks

Second: Saunders

Motion carried by a 8-0 vote.

3. Approval of Minutes for March 28, 2023

A. Minutes

Route 29 Business Beautification Committee Recommendation:

Motion to approve the March 28, 2023 meeting minutes as submitted.

Motion made by: Brooks

Second: Saunders

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

4. Field Trip Discussion

A. Discussion

The Route 29 Business Beautification Committee spent most of this meeting while conducting a drive-through tour of the Route 29 Corridor. The following topics were discussed:

- Mr. McBride mentioned that he currently had eight (8) replacement banners. The committee came to a consensus to have Mr. McBride check into how much twenty-five (25) new banners would cost.
- Madam Chair Jones stated that in the future she would like to see the banner design changed to reflect the same appearance as the Madison Heights Community Sign.
- Nate and Deputy Martin discussed the abandoned houses throughout the corridor and their status with the county.
- Ms. Brooks stated that she would reach out to the Food Lion at Seminole to discuss the possibility of a new sign and landscaping around the sign.
- The committee discussed having Mr. Young reach out to Dollar General about maintaining their landscaping. Mr. Young was going to reach out to VDOT and Dollar General and determine who is responsible for the landscaping maintenance.
- Using grant money funds to landscape around the community sign was discussed.
- The committee discussed the status of the wood business located beside Dollar General. Staff stated that the property had been sold and was currently on a (6) six-month lease.
- There was a brief discussion about Seminole Shopping Plaza being sold and the new owner, Dale Wilkins.
- The committee discussed the Silver Pig and Ms. Myers stated that she would get in contact with the owner and give him an application to see if he would be interested in applying for the mini-grant.
- There was a brief discussion about the Independence Mall Shopping Center's current status and new property owner, Joshua Spence.
- The committee discussed the Hoopers Center and the shopping center next door, owned by T & C Properties, regarding solutions for improvements.
- The committee commented on the new commercial businesses that had recently come into the corridor, viewing the landscaping, signs, buildings and parking and how these new businesses had improved the corridor. A few of these businesses that were discussed were

Waffle House, Motor World and Starbucks.

- Mr. Young and Mr. Bryant updated the committee on Madison Heights Centre Square's current status and discussed some of the changes that the Master Plan may bring to the corridor.

5. Budget Review

A. Budget for the Committee

The budget was briefly discussed. No changes have been made to the budget.

6. Promotional Items Discussion

A. Discussion

Mr. Young briefly explained what promotional items had been ordered for the committee. Items ordered were stickers, pens, three tablecloths and a tent/canopy.

7. Old/New Business

The committee asked staff to get in touch with Motor World and schedule a time to meet with Adam Huffines, owner of Motor World, to present him with the A+ Improvement Award. Staff will set this up, preferably for Thursday, April 27, 2023, and notify the committee once confirmed.

Ms. Saunders briefly went over a new grant that she had been looking into that would benefit the Route 29 Business Beautification Committee and the Economics Development Authority. The grant is called the Virginia Business District Resurgence Grant and Ms. Saunders suggested that if the Route 29 Business Beautification contributed \$10,000 then the EDA could match it.

Route 29 Business Beautification Committee Recommendation:

Motion that the Route 29 Business Beautification Committee give \$10,000 towards match split equally with the EDA. The match would be for the Virginia Business District Resurgence Grant.

Motion made by: Brooks

Second: Kennon

Motion carried by a 8-0 vote.

The committee discussed purchasing more daffodil bulbs with the Virginia Business District Resurgence Grant, if the county was awarded the grant.

Route 29 Business Beautification Committee Recommendation:

Motion to allow \$1000 for bulbs to be planted along the corridor using the Virginia Business District Resurgence Grant, if the county was awarded the grant.

Motion made by: Kennon

Second: Teresa
Motion carried by a 8-0 vote.

8. Adjournment

There being no further business to discuss, the meeting was adjourned at 3:27 pm.

Route 29 Business Beautification Committee Recommendation:

Motion to adjourn.

Motion made by: Saunders

Second: Teresa

Motion carried by a 8-0 vote.

Chairman