



**AMHERST COUNTY
ROUTE 29 BUSINESS
BEAUTIFICATION COMMITTEE**



MINUTES

DATE: July 23, 2024
TIME: 4:00 PM
PLACE: Administrative Office Comp

1. Call to Order

MEMBERS PRESENT: Beverly Jones (Chair), Lori Saunders, Calvin Kennon, Dottie Rucker, Teresa Brooks, Tony McBride and Tyler Creasy

MEMBERS ABSENT: Benita Unrue, Nate Young and Virginia Myers

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.

Motion made by: Saunders

Second: Brooks

Motion carried by a 7-0 vote.

3. Approval of the Minutes for June 25, 2024

A. June 25, 2024 Meeting Minutes

Route 29 Business Beautification Committee Recommendation:

Motion to approve the June 25, 2024, Meeting Minutes.

Motion made by: Saunders

Second: Brooks

Motion carried by a 6-0 vote (McBride abstained).

4. Top Five Potential Route 29 BBC Projects

A. Attachment

Mr. Creasy discussed with the committee the top five ranked potential projects that everyone voted on.

1. Landscaping initiative: Contact businesses that do not currently meet the landscaping ordinance and provide all of the materials to plant shrubs and trees along the business frontages.
2. Landscaping of Amherst County maroon sign at the intersection of River Road and S. Amherst Highway.
3. Landscape new Madison Heights Community Sign.
4. Pay a contractor to clean up trash on hillsides near the James River.
5. Engineering Design - Powerline relocation to underground

Honorable Mention

1. "Don't Litter" billboard
2. Goat Busters
3. Different banner design for the replacement cycle in 5 years

The committee discussed setting a cap on number one (1), creating incentives and a summary sheet on how this benefits their property, other properties and Amherst County. Also, the committee discussed putting an application together to go with the summary sheet.

There was a consensus to nominate Lori Saunders for the landscaping design for the welcoming community signs, and for the signs to remain consistent with one another.

Staff stated that in September or October, more planting would be taking place and the committee would be working with Public Works (as well as working with VDOT on permits).

There was a brief discussion regarding the banner signs, and staff stated that they would reach out to AEP to get quotes.

The committee discussed that a billboard rental costs \$700. Chair Jones stated that she wanted to see a billboard dedicated to Not Littering.

Route 29 Business Beautification Committee Recommendation:

Motion to have Tony McBride at McBride Signs create billboard sign designs and bring them back at the next meeting for the committee to vote on.

Motion made by: Jones

Second: Brooks

Motion carried by a 7-0 vote.

The committee asked staff to look into the landowner that their property has overgrown vegetation blocking the sidewalk on Daniels Drive and send a letter.

There was a brief discussion regarding hosting a decoration contest during the Christmas holiday, throughout the corridor among businesses. The committee decided that they would bring up parameters at a later meeting.

5. Sheriffs Night Out

Mr. Creasy discussed the committee having a booth set up on August 3, 2024, for Sheriffs Night Out. He stated that he would like to see at least two members man the booth for each shift. One shift is from 5pm-7pm and the other shift from 7pm-9pm. Reminder to have QC cards available at the booth along with pictures and the committee's information handouts.

6. Colors and Logos

A. Attachment

The committee discussed banners and requested to see a mock-up consisting of getting rid of the work "committee" on the banner, using the Rt 29 logo on the banner. Mr. McBride stated that he would work on some samples and bring them back to the committee to review.

7. Budget Review

Mrs. Stinnett briefly went over the budget.

8. Old/New Business

A. Whitten Monelison Chapel

The committee discussed having Chair Jones deliver the A+ Improvement Award to Whitten since they had not returned any of the county's emails or phone calls.

Mr. Creasy reminded the committee that at the August meeting, the committee would need to vote again for the third quarter of the A+ Improvement Award. Mr. Creasy asked the committee to be thinking about some candidates to discuss at the next meeting.

The committee had a brief discussion about Deputy SW Martin, regarding being a voting member of the committee. The committee also discussed staff reaching out to Virginia Myers regarding her continued absences,

9. Adjournment

Route 29 Business Beautification Committee Recommendation:

Motion to adjourn.

Motion made by: Kennon

Second: Saunders

Motion carried by a 7-0 vote

There being no further business to discuss, the meeting was adjourned at 5:14 pm.


Chairman