



**AMHERST COUNTY  
ROUTE 29 BUSINESS  
BEAUTIFICATION COMMITTEE**



**MINUTES**

DATE: August 27, 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, Tyler Creasy, Benita Unrue and Nate Young.

MEMBERS ABSENT: Virginia Myers

STAFF PRESENT: Stacey Stinnett, Joy Neiheus & Deputy SW Martin

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.

Motion made by: Brooks

Second: McBride

Motion carried by a 8-0 vote.

**3. Approval of Minutes for July 23, 2024**

A. Attachment

Route 29 Business Beautification Committee Recommendation:

Motion to approve the July 23, 2024, meeting minutes.

Motion made by: Kennon

Second: Brooks

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

**4. A+ Improvement Award Candidates Discussion**

A. Andersons Country Market II

Mr. Creasy briefly reminded the Committee that at the last A+ Improvement vote that they would honor Anderson's County Market II for the third quarter award.

Route 29 Business Beautification Committee Recommendation:

Motion that the committee approve Andersons Country Market II as the winner of the 2024, third quarter A+ Improvement Award.

Motion made by: Brooks

Second: McBride

Motion carried by a 9-0 vote.

Mr. Young left the meeting at 4:07 pm.

5. Bulb Planting Discussion

Mrs. Saunders discussed with the committee possible reasons why the daffodil bulbs didn't do as well this year and solutions to consider when replanting.

The committee discussed different areas along the corridor for the next planting.

Mr. Creasy reminded the committee that VDOT would need to be contacted to see if additional planting would require a new permit or could be used under the existing permit.

6. Further Discussion on Top Five Projects

A. Landscaping Initiative Application

Staff stated that they were still working on the application and will bring back more information to the Committee at the September meeting.

B. Updating Gateway Amherst Signs Within the Corridor

Mrs. Saunders discussed with the committee the possibility of replacing the Amherst County Gateway Signs with a more updated look and one that uniformed nicely with the branding of Amherst County. Mrs. Saunders and Mr. McBride had a sample of what they had come up with and the committee was overall pleased with the new look. Mr. McBride stated that each sign would cost about \$1700 and labor would be \$400, a total per sign of \$2100. If the committee wanted the raised letters, then the cost per sign would be \$3800 and labor would be \$400, a total per sign of \$4200.

Mrs. Saunders stated that the Board of Supervisors previously denied making any changes to the county signs. Mrs. Saunders suggested that the Route 29 Business Beautification

Committee pay for the two (2) signs within the business corridor and perhaps the Board of Supervisors would reconsider and cover the cost of updating the remaining signs in the county. Staff suggested the committee write a letter to the Board of Supervisors with this request.

Mr. Creasy suggested that the county hire a professional landscaper to do the plantings at the gateway signs. The committee discussed setting a limit of \$1000 (\$500 each) to go towards the plants and a limit of \$3000 (\$1500 each) to go towards professional landscaping for the two (2) gateway signs within the corridor.

Ms. Brooks requested that McBride Sign Company create an image of what the new design would actually look like with the landscaping to give the committee and the Board of Supervisors a better visual idea of what the project would look like.

#### C. Mock Up Banner Samples - Tony McBride

Staff presented the "Do Not Litter" billboard sign. The committee was impressed and agreed on the design and authorized staff to pay McBride Signs.

#### Route 29 Business Beautification Committee Recommendations:

Motion to install and disperse funds to pay McBride Sign Company for the "Do Not Litter" sign.

Motion made by: Kennon

Second: Saunders

Motion carried by a 8-0 vote

The proposed banner ideas are for the committee to take under advisement for the next replacement cycle.

McBride presented the committee with three different samples for the new banners. The committee came to a consensus to remove the word "committee" from the banners. The committee discussed alternating the different sign designs and spreading the banners out more throughout the corridor.

There was discussion among the committee regarding getting permission from property owners to use their privately owned poles for banners.

McBride stated that he would have his staff revise the banner signs based on the changes the committee discussed and will bring back at the September meeting to review.

### 7. Rt 29 Business Christmas Decorating Contest Discussion

#### A. Attachment

The committee at their July meeting instructed staff to look into guidelines for a holiday decorating contest for businesses along the Route 29 Business Corridor.

Mrs. Niehaus briefly went over the following guidelines that she had considered:

1. The contest is open to residences and businesses that are within the Route 29 Business Corridor.
2. Judging will take place between December 1 and December 6.
3. We ask if you would like to be considered, to please leave your holiday lights and decor on from 5 pm- 9pm. Judges will tour Route 29 Business to determine the most festive properties.
4. Judging will be based on exterior decorations, including decorations in windows that are visible from the road.
5. The displays should be full, colorful and have a lot of holiday lights. Be creative!
6. Decorations must be family friendly.
7. All decorations must be on your property and not encroach on VDOT right of way.
8. Winners will receive a Holiday Decorating Contest Lawn Sign.
9. Photos of winning homes and businesses will be shared on Amherst County Social Media Platforms.
10. There is no registration or cost required to participate.

The committee discussed reaching out to the Chamber of Commerce to help sponsor. The committee agreed that a cash prize would be more of an incentive for people to participate. The committee came to a consensus to award \$500 to first place winner, \$250 to second place winner and \$150 to third place winner.

The committee discussed staff generating an entry form and seeing if the Chamber of Commerce could contribute to the prize.

#### **8. Budget Review**

##### **A. Attachment**

Mr. Creasy stated that staff needed to discuss the budget with Stacey McBride in Accounting to get a more accurate balance.

#### **9. Old/New Business**

Chair Jones stated that she would be visiting Whitten Funeral Home to deliver their award.

Mr. Kennon discussed the positive outcome of the Sheriffs Night Out event.

Mrs. Stinnett mentioned that the committee needed to invest in a folding table for the committee to use to set up their booth at events.

Route 29 Business Beautification Committee Recommendation:

Motion to purchase a folding table for the committee to use at events.

Motion made by: Brooks

Second: McBride

Motion carried by a 8-0 vote.

Deputy SW Martin asked the committee if they had considered adding him as a voting member to the committee. The committee had a brief discussion and decided to discuss further at next month's meeting. The committee directed staff to add to next month's meeting agenda the Discussion of an Emergency Personnel Voting Member.

The committee discussed the number of absences allowed for a current committee member. The committee directed staff to find out if that member was still interested in being an active member.

10. Adjournment

There being no further business, the meeting was adjourned at 5:17 pm.

Route 29 Business Beautification Committee Recommendation:

Motion to adjourn.

Motion made by: Saunders

Second: Brooks

Motion carried by a 8-0 vote.

  
Chairman

