



**AMHERST COUNTY
ROUTE 29 BUSINESS
BEAUTIFICATION COMMITTEE**



MINUTES

DATE: March 25, 2025
TIME: 4:00 PM
PLACE: Administrative Office Comp

1. Call to Order

MEMBERS PRESENT: Calvin Kennon, Stacey Stinnett, Lori Saunders, Dottie Rucker, Teresa Brooks, Tony McBride, Aaron Ferro, Nate Young and Deputy Martin

MEMBERS ABSENT: Beverly Jones and Benita Unrue

YOUTH MEMBERS PRESENT: Mason Franklin

STAFF PRESENT: Tyler Creasy

Calvin Kennon called the meeting to order at 4:00 p.m.

2. Approval of Agenda

The agenda was approved as submitted.

Route 29 Business Beautification Committee Recommendation:

Motion to approve the agenda as submitted.

Motion made by: Saunders

Second: Brooks

Motion carried by a 9-0 vote.

3. Approval of Minutes for February 25, 2025

A. Minutes

The February 25, 2025, meeting minutes were approved as submitted.

Route 29 Business Beautification Committee Recommendation:

Motion to approve the February 25, 2025 Meeting Minutes.

Motion made by: Kennon

Second: Stinnett

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

4. Geographical Extension of Corridor

A. Discussion

The Committee held a brief discussion regarding the extension of the Committee's geographic corridor:

- Adding the commerce center
- Aaron brought up staffing issues with expanding too far, too soon.
- Low-cost incentives to expand: A+ Award, Mini-Grant and Deck the Corridor Contest

There was a consensus to table this discussion until the next meeting so that Jeremy Lombardo and Beverly Jones could be present.

5. Daffodil Discussion

A. Discussion

Mrs. Saunders informed the committee that the daffodils had to be planted soon, and she was going to contact Public Works about getting their assistance. Mrs. Saunders welcomed the committee to help, but she would be scheduling that date to plant as soon as possible.

6. Route 29 Business Beautification Mini-Grants

A. Discussion

Mr. Young urged committee members to go door to door with the mini-grant to businesses along 29 Business. Ms. Brooks asked staff to have the Chamber of Commerce push out the mini-grant through their email.

7. Gateway Sign Decorating

A. Discussion

The Committee held a brief discussion regarding decorating the Madison Heights Community Sign:

- Memorial Day
- 4th of July

8. Matters from the Members

A. Discussion

There was a consensus to discuss at the next meeting the committee's attendance at the Chamber of Commerce Dinner held at Sweet Briar College.

Mrs. Saunders brought up the illegal structure across from Food Lion in Madison Heights. Mr. Creasy indicated they would look into the matter.

9. Budget Review

A. Attachment

Due to the new RDA software program, Mr. Young stated that he had not reconciled with Stacey McBride in Accounting yet on the balance. However, he stated that the difference wasn't off by much and, per Mrs. McBride, in an email, stated she may have shorted us. Mr. Young stated he would review with Mrs. McBride and come back to the committee with the correct balance.

10. Old/New Business

Staff introduced Leslie Sprouse, Grant Administrator for the County.

Mrs. Sprouse discussed how she could help the committee assist in researching grants for their cause. Mrs. Sprouse also stated that she could assist in making the Mini-Grant application online, digital as well as make it easier to submit to all businesses.

Mr. Creasy informed the committee that Amherst County Day would be held at Sweet Briar College on April 5th from 10:00 am - 4:00 pm. The Committee decided to reserve a booth for the Rt 29 BBC to participate.

The Committee had two changes to the annual report - add the Amherst County Sheriff's Office as a community partner and the "Don't Litter Billboard" under projects.

Deputy Martin informed the committee that sweatshirts will be \$20 with the RT 29 BBC logo.

11. Adjournment

There being no further business to discuss, the meeting was adjourned at 5:02pm

Route 29 Business Beautification Committee Recommendation:

Motion to adjourn.

Motion made by: Brooks

Second: Young

Motion carried by a 9-0 vote,

A handwritten signature in cursive script, appearing to read "Cal H.", written in black ink. The signature is positioned above a horizontal line.

Chairman