



**AMHERST COUNTY
ROUTE 29 BUSINESS
BEAUTIFICATION COMMITTEE**



MINUTES

DATE: April 22, 2025
TIME: 4:00 PM
PLACE: Administrative Office Comp

1. Call to Order

MEMBERS PRESENT: Calvin Kennon, Stacey Stinnett, Lori Saunders, Benita Unrue, Tony McBride, Nate Young, Teresa Brooks, Deputy SW Martin & Aaron Ferro

MEMBERS ABSENT: Beverly Jones (Chair), Dorothy Rucker & Tyler Creasy (Community Development Director) & Mason Franklin (Youth Participant)

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: Brooks

Second: Ferro

Motion carried by a 9-0 vote.

3. Approval of Meeting Minutes for March 25, 2025

A. Attachment

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

Route 29 Business Beautification Committee Recommendation:

Motion to approve the March 25, 2025 Meeting Minutes as submitted.

Motion made by: Saunders

Second: Stinnett

Motion carried by a 8-0 vote. (Unrue abstained)

4. Geographical Extension of Corridor

A. Discussion – Expansion of Committee Charter Area

The committee discussed the benefits of expanding the Route 29 Business Corridor.

Route 29 Business Beautification Committee Recommendation:

Motion to request staff to prepare draft language to amend the Committee Charter by expanding the Route 29 Business Beautification Corridor to Stage Road and incorporating all parcels that connect to Dillard Road, as well as those that abut Route 130 from the Dillard Road intersection eastward to Route 29.

Motion made by: Martin

Second: Saunders

Motion carried by a 9-0 vote.

5. Banner Update

A. Banner Repairs

Mr. Young stated that there was an invoice in the packet for the committee to approve where McBride Sign Company had completed banner repairs.

Mr. McBride discussed ordering more banners because there were a few other locations where banners needed to be replaced.

Ms. Brooks would like to see a few of the new designs (Green) that were approved awhile back ordered this time instead of the original ones.

Route 29 Business Beautification Committee Recommendation:

Motion for staff to move forward with paying the current invoice to McBride as well as requesting an order to purchase 10 of the new design banners (Green).

Motion made by: Brooks

Second: Unrue

Motion carried by a 9-0 vote.

6. Daffodil Discussion

A. Post-Planting Discussion: Corridor Beautification and Daffodil Plantings

Mrs. Saunders updated the committee on the daffodil bulb plantings, informing everyone that the plantings were completed at key gateway areas, including the intersections of Route 29 and Route 163, and adjacent to the Madison Heights Community Sign.

Mrs. Saunders discussed her frustration with the Virginia Department of Transportation and felt that they were inconsistent and difficult to work with. She did not think it was right that VDOT dictate where the County could plant flowers. Mrs. Saunders stated that she discussed with Board of Supervisors member, Chris Adams, the issues the County was having, and he offered to advocate on behalf of the Rt 29 BBC to VDOT.

7. Route 29 Business Beautification Committee Mini-Grant

Mr. Young encouraged the members of the committee to go out to the businesses on the Rt 29 Business Corridor and talk to them about the mini-grant and what this committee is about.

Mr. Young stated that there was possibly a full restaurant going into the old Berkley's building and that the committee should try to motivate the owner of the property to apply for the mini-grant.

8. Gateway Sign Decorating

A. Discussion – Decoration of Madison Heights Community Sign

The committee discussed decorating the Madison Heights Community Sign patriotic to celebrate the upcoming Memorial Day and Fourth of July holidays.

Mr. Ferro and Mr. McBride volunteered to work on the decoration of the sign.

Route 29 Business Beautification Committee Recommendation:

Motion to allow up to \$500 per season to decorate the Madison Heights Community Sign.

Motion made by: Kennon

Second: Brooks

Motion carried by a 9-0 vote.

9. Matters from the Committee Members

Mr. Kennon brought to the committee's attention that there was a trash can at Seminole Road as you went into the Food Lion at the church that needed to be taken care of. The trash can has been turned over with trash.

Deputy Martin replied that he would take care of that issue.

There was a brief discussion regarding planting flowers in the median at Dairy Queen. Staff advised that there were underground wires there and that VDOT would not allow any planting in that area.

Mr. Ferro would like to see in late fall an agenda discussion regarding planting trees.

Mr. Kennon requested that staff get in touch with Monacan Indian Nation to present them with the A+ Improvement Award as the first quarter winner.

The committee discussed that it was time to vote on the second quarter A+ Improvement Award winner.

Route 29 Business Beautification Committee Recommendation:

Motion to nominate Johnson Health Center as the Second Quarter's A+ Improvement Award

winner.

Motion made by: Kennon

Second: McBride

Motion carried by a 9-0 vote.

10. Old/New Business

A. Discussion of Meeting Date for May

Mr. Kennon reminded the committee that a table would be reserved at no charge for the Route 29 Business Beautification Committee to attend the Chamber of Commerce Dinner. The dinner will be held at the Madison Heights Community Center on June 6th.

Due to the Memorial Day Holiday, the committee discussed the May meeting date.

Route 29 Business Beautification Committee Recommendation:

Motion to reschedule the May 27th Route 29 Business Beautification Committee Meeting to May 20th.

Motion made by: Saunders

Second: Brooks

Motion carried by a 9-0 vote.

Mr. Young updated the committee, discussing code enforcement on the Seminole Shopping Center and the Independence Mall.

11. Adjournment

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

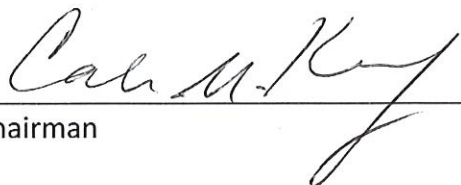
Route 29 Business Beautification Committee Recommendation:

Motion to adjourn.

Motion made by: Saunders

Second: Ferro

Motion carried by a 9-0 vote.


Chairman