



**AMHERST COUNTY
ROUTE 29 BUSINESS
BEAUTIFICATION COMMITTEE**



MINUTES

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

1. Call to Order

MEMBERS PRESENT: Beverly Jones (Chair), Lori Saunders, Calvin Kennon, Stacey Stinnett, Aaron Ferro, Benita Unrue, Teresa Brooks, S.W. Martin & Nate Young

MEMBERS ABSENT: Tony McBride and Dottie Rucker

STAFF PRESENT: Tyler Creasy

Chair Jones called the meeting to order at 4:00 pm.

2. Approval of Agenda

Route 29 Business Beautification Committee Recommendation:

Motion to switch items 5 and 6 and approve the agenda

Motion made by: Saunders

Second: All

Motion carried by a 9-0 vote.

3. Approval of Minutes for January 28, 2025

Route 29 Business Beautification Committee Recommendation:

Motion to approve the January 28, 2025 minutes as presented.

Motion made by: Saunders

Second: Kennon

Abstain: Brooks and Young

Motion carried by a 7-0 vote.

A. Minutes

4. Mason Franklin - Youth Participant Discussion

The Committee received a letter of interest from Mason Franklin to become a youth representative for the Route 29 Business Beautification Committee. The Committee held a brief discussion.

Route 29 Business Beautification Committee Recommendation:

Motion to approve Mason Franklin as a youth representative (non-voting member) to the Route 29 Business Beautification Committee

Motion made by: Stinnett

Second: Unrue

Motion carried by a 9-0 vote.

A. Discussion on Youth Member recommendation

5. 2024 Route 29 Business Beautification Committee Annual Report DRAFT

A. 2024 Annual Report

The Committee reviewed the 2024 annual report and made the following changes:

- Take quarters out of A+ Award
- Under item three, include ACSO's Night Out
- Include pictures within the annual report

Route 29 Business Beautification Committee Recommendation:

Motion to approve the 2024 annual report with changes

Motion made by: Brooks

Second: Martin

Motion carried by a 9-0 vote.

6. Goals for 2025

The Committee held a discussion about what goals it would like to accomplish for the 2025 calendar year:

- Work on removing power- lines along Route 29 Business.
 - Look into grants to help remove the lines.
- Anti-litter campaign
- Work with Cooper Steel on future projects
- Continue bulb planting along corridors
- Promote the mini-grant landscaping initiative
- Work on a "Madison Heights, VA" Route 210 bridge sign.

A. Discussion of Goals for 2025

7. Geographical Extension of Corridor

The Committee discussed geographic boundary changes:

- Staff recommended not to extend past Route 29 Business.
- Dillard Road and a portion of Route 130
- Extension along Route 29 Business to Five Forks Road
- Extension along Route 29 Business to N Coolwell Road

Route 29 Business Beautification Committee Recommendation:

Motion to direct staff to draft images of the potential extensions

Motion made by: Jones

Second: Saunders

Motion carried by a 9-0 vote.

A. Discussion on Geographic expansion

8. Old/New Business

The following items were discussed during old/new business:

- Saunders indicated she would work with Young and Lombardo on the daffodil planting.

Route 29 Business Beautification Committee Recommendation:

Motion to spend up to \$1500 in material for the daffodils

Motion made by: Jones

Second: All

Motion carried by a 9-0 vote.

- The Committee discussed trimming the crape myrtles.

9. Adjournment

There being no further business to discuss, the meeting was adjourned at 4:55 pm.

Route 29 Business Beautification Committee Recommendation:

Motion to adjourn.

Motion made by: Saunders

Second: Unrue

Motion carried by a 9-0 vote.


Chairman