AMHERST COUNTY
ROUTE 29 BUSINESS
BEAUTIFICATION COMMITTEE

AMHERST
Perfect Slice of Virginia

MINUTES

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

1. Call to Order

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

MEMBERS ABSENT: Tony McBride and Calvin Kennon

STAFF ABSENT: 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 approve the agenda as submitted.
Motion made by: Saunders
Second: Unrue
Motion carried by a 8-0 vote.

3. Approval of June 24, 2025 Meeting Minutes

A. Minutes

Route 29 Business Beautification Committee Recommendation:
Motion to approve the meeting minutes for June 24, 2025.
Motion made by: Brooks
Second: Ferrro
Motion carried by a 6-0 vote. (Saunders and Unrue abstained)

4. Planning Commission Representation of the Rt 29 BBC Corridor Expansion

A. Discussion

Staff updated the committee on the discussion that staff had with the Planning Commission at their July 17, 2025 meeting, that the Rt 29 BBC committee had discussed regarding changes to the Rt 29 BBC charter for the youth participant term to be for one (1) academic year, from September to May.

S.W. Martin arrived at the meeting at 4:11 pm.

Staff also updated the committee regarding the discussion staff had with the Planning Commission regarding their interest in changing the charter to expand the Rt 29 business corridor's geographical footprint. Staff and the Planning Commission discussed alternatives and changes made to the expansion.

Staff stated that the Planning Commission discussed stopping the extension at North Coolwell Road, possibly no bypass, and to include a business owner to be on the committee to represent the northern expansion area of the corridor.

Staff stated that the Planning Commission made a motion to table the expansion until staff could relay their changes, concerns and suggestions to the Rt 29 BBC at their next meeting. Then have staff bring those changes back to the Planning Commission to review.

The Rt 29 BBC discussed possibly having a joint meeting with the Planning Commission or speaking at Citizen Comments at the next Planning Commission meeting. They asked staff to see if Mr. Creasy could look into making those arrangements. The committee was disappointed and felt that their voice wasn't being heard and that each member that currently serves has some sort of interest in this project. Whether they are staff or business owners themselves. The committee felt that the Planning Commission needed to hear how each member is involved in the committee and how many members that are business owners on the committee use their time, resources and efforts to help beautify the corridor. The committee would like to include Select Auto as one of the businesses that is further north on the corridor. The committee did not see relevance in adding a twelfth member to the committee.

5. <u>Update Regarding Power to the Madison Heights Community Sign</u>

A. Lease Agreement

The Committee is being asked to enter into an agreement to provide power for the wayfinding sign for Madison Heights near Learning Lane, 163, and 29 Business intersections. This agreement allows the county to legally receive power in exchange for funds to supply lights for the sign and the flagpole.

Staff, as well as Chair Jones discussed that they met with Calvin Kennon who is part of the trust that the property is in (his father is the property owner), and Mark Popovich, County Attorney. Mr. Kennon has agreed to $20.00 per month to be paid from Rt 29 BBC to the landowner. This agreement can be terminated by either party within thirty (30) days of notice if certain conditions or circumstances may change.

The Rt 29 BBC agreed that $20.00 a month was a fair price and the committee came to a consensus to table the approval of the lease agreement until all revisions had been made. Once the documentation has been revised, then staff is to bring the lease agreement back to the committee for review.

6. Old/New Business

A. Mini Grant funding disbursement.

The committee reviewed the "after" pictures, grant application and invoices regarding the property at 128 Old Town Connector.

The committee came to a consensus that the applicant's mini-grant application was to include painting the roof and that the committee would like for staff to have the applicant complete the painting of the entire roof before the grant funds can be dispersed.

The committee had a brief discussion on the approval of the mini-grant at 3941 South Amherst Hwy that was approved at the last meeting. The committee wanted to reinforce that these funds are for business owners and not for residential uses. Although this property was considered a mixed use, the committee felt that perhaps next time check to see if the owner has a business license in Amherst County.

7. Community Outreach Opportunities

A. Discussion

The committee discussed upcoming community festivities and whether the committee should be involved and show up with a booth advertising the committee and its purpose.

Chair Jones asked staff to get a list of all the upcoming festivals and dates and bring them to the next meeting in August for the committee to decide on which events they felt they should be involved and participate in. Also include shift schedules so that committee members can sign up for whatever shift they can cover.

The committee briefly reviewed the Tharp Funeral Home and Crematory mini-grant application. The committee noticed that there wasn't an invoice or estimate list for the new flag pole with light and landscaping. Upon reviewing, the committee felt that they needed to review that additional documentation as well to make an accurate decision.

Route 29 Business Beautification Committee Recommendation:
Motion to table the mini-grant application for Tharp Funeral Home and Crematory at the next meeting after staff gets clarification from the applicant on the charges for the flag pole, light and landscaping.
Motion made by: Saunders
Second: Brooks
Motion carried by a 9-0 vote.

8. Adjournment

There being no further business to discuss, the meeting was adjourned at 5:04 pm.

Route 29 Business Beautification Committee Recommendation:
Motion to adjourn.
Motion made by: Saunders
Second: Ferro
Motion carried by a 9-0 vote.

Beverly C. Jones
Chairman