AMHERST COUNTY
ROUTE 29 BUSINESS
BEAUTIFICATION COMMITTEE

AMHERST
Perfect Slice of Virginia

MINUTES

DATE: February 24, 2026
TIME: 4:00 PM
PLACE: Administrative Office Comp

1. **Call to Order**

MEMBERS PRESENT: Beverly Jones (Chair), Lori Saunders, Calvin Kennon, Dottie Rucker, Benita Unrue, Teresa Brooks, S.W. Martin, and Tony McBride

MEMBERS ABSENT: Nate Young and Aaron Ferro

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: Kennon
Second: All
Motion carried by a 8-0 vote.

3. **Mini-Grant Application(s)**

A. 4848 S. Amherst Hwy

The Committee was presented with a mini-grant application regarding 4848 S. Amherst Hwy. The mini-grant application included a new freestanding sign.

Route 29 Business Beautification Committee Recommendation:
Motion to approve the mini-grant for $5,000
Motion made by: Brooks
Second: Martin
Motion carried by an 8-0 vote.

B. 3540 S. Amherst Hwy

The Committee was presented a mini-grant application regarding 3540 S. Amherst Hwy. The application included facade improvements and a new sign. Staff indicated that the work had already been completed. The committee held a brief discussion regarding the work that was already completed. Staff indicated that they believed more improvements to the property were forthcoming.

Route 29 Business Beautification Committee Recommendation:
Motion to table the request due to the work already being completed, and wanted staff to reach out to the applicant about future improvements.
Motion made by: Brooks
Second: Martin
Motion carried by an 8-0 vote.

4. Old / New Business

A. Voting Member Replacement
The committee held a brief discussion regarding a member replacement for a staff position. Staff suggested that the committee request a charter change to the Commission to make this voting member a business owner and not County staff.

Route 29 Business Beautification Committee Recommendation:
Motion to recommend the charter change presented by staff to the Planning Commission
Motion made by: Brooks
Second: Martin
Motion carried by an 8-0 vote.

B. Breakfast Roundtable Reschedule
Staff briefed the committee on unforeseen circumstances relating to the breakfast roundtable that was tentatively set for January 2026 being canceled. After a brief discussion, the committee thought it would be best to partner with the EDA or Chamber of Commerce for an event. The committee discussed having a larger presence at the Chamber Award dinner and potentially creating an award for the dinner. The committee directed staff to look into this request.

C. Crepe Myrtle Pruning
The Committee discussed pruning of the crepe myrtles and decided that having them look like trees would be best. The Committee also directed staff to contract out this service for up to $4,999.

Route 29 Business Beautification Committee Recommendation:
Motion to allow staff to spend up to $4,999 for the pruning of the crepe myrtles
Motion made by: Brooks

Second: Martin
Motion carried by an 8-0 vote.

D. Approval of Schedule Dates for 2026
Route 29 Business Beautification Committee Recommendation:
Motion to approve the committee's 2026 meeting dates as presented
Motion made by: Brooks
Second: McBride
Motion carried by an 8-0 vote.

Additional Old / New Business

1. Directed staff to change the mini-grant application to clearly indicate when a project can start and be completed, and still receive funding. The committee also directed staff to look into a sliding scale for how much funding a project can receive.
2. Calvin Kennon brought up to the Committee that the flag at the Madison Heights community sign was becoming tattered. Tony McBride indicated he would see if he had any replacements.
3. Benita Unrue submitted her letter of resignation. The Committee thanked her for her service.
4. The Committee directed staff to create an application form for the two vacant positions (pending a charter change).

5. Adjournment

Route 29 Business Beautification Committee Recommendation:
Motion to adjourn
Motion made by: Brooks
Second: McBride
Motion carried by a 8-0 vote.

Beverly C. Jones
Chairman