



Resort Advisory Commission
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RESORT ADVISORY COMMISSION MINUTES

DATE: August 2, 2018
TIME: 3:00 pm
PLACE: Virginia Beach Convention Center, 2nd Floor

COMMISSION MEMBERS PRESENT

Kristina Chastain
BJ Baumann
Billy Almond
Bobby Melatti
Phil Boyer
Tyler Brown
Gerrie West
John Hawa
Nancy Creech
Craig Roback
Randy Thompson
Keith Ireland
Sam Reid
Russell Lyons
Michael Cloud-Butler
Sylvia Strickland
Bryan Cuffee
Preston Midgett

COMMISSION MEMBERS ABSENT

Laura Habr
Ron Villanueva
John Hawa

OTHERS PRESENT

Bob Trahan, STiR
Chris Thiele, Crestline Hotels
Ofr. Matt McInerney, VBPD
Lt. Scott Wichtendahl, VBPD
Brad Van Dommelen, CVB
Stacey Parker, The Pilot
Kathy Warren, SGA
Emily Archer, SGA
Kristine Gay, SGA
Rob Fries, SGA
Mike Eason, CVB/Resort Mgmt.
Robin Hart, CVB/Recorder

Kristina Chastain called the meeting to order at 3:00pm. **Motion carried to approve the minutes from the July 12, 2018 meeting as written.**

Chairman's Report

Kristina Chastain made the following announcements:

- HRT and city staff will host an Aug 3 event at the boardwalk at 9am between 31st and 32nd street to inform the public on the app now available for the VB WAVE trolleys.
- RAC Commissioners are invited to attend the dedication and ribbon-cutting ceremony for the New Housing Resource Center on Witchduck Road on Aug 23 at 10am (RSVP Aug 20).
- Laura Habr forwarded an email to RAC members reminding them to submit comments for offshore wind letters to BOEM, DMME, and two offices under Governor, before the written comment period ends on Aug 24.

- RAC Commissioners are invited to attend an educational event, “Born of Empires: Filipino Americans in the United States and Virginia, 1565 to the Present” at the Philippine Cultural Arts Center on Aug 7 at 1pm.

Committee Reports

Kristina advised that the strategic planning session will be conducted in lieu of the subcommittee and staff reports and asked if anyone had any pressing items on which to report before they begin the process.

RAC Strategic Planning Session

Kristina introduced Bob Trahan as facilitator for the planning session.

In the RAC members’ packets, beginning with the fifth page, all subcommittee priorities are listed separately for each committee. Bob will review each subcommittee’s priorities list and open the floor for questions or clarifications on any priority. A consolidation of priorities repeated throughout the subcommittee lists, and all additional priorities are listed on the easels, at which the voting will take place.

Bob reviewed that the priorities are consolidated into 17 items for vote. He points out that if priorities are represented more than once, it could be considered a high priority across the committees.

Kristina commented that this is an effort for RAC to report to City Council their focus for the next couple of years.

Reviewing each subcommittee list, the Commission voted by placing 10 adhesive dots by their selected priority (not the subset action items), with no more than five dots placed on any one priority. Bob said that 3-4 items typically rise to the surface because they are covered in dots. These dots will help RAC figure out where they want to assert themselves in the coming year(s).

Mike Eason and Kristina clarified that the priority, “Encourage and support more involvement in projects with public participation” entailed a desire to receive more information on projects a little earlier than in the past, as well as being involved more in the initial planning of the project instead of becoming involved after it was approved.

After the Commission vote, the priorities were ranked as follows from most to least dots received:

1. Support Product Development, Investment and Infrastructure (22 dots)
 - Laskin Gateway - Continue to monitor private re-investment and facilitate discussions between property owners and the SGA office
 - Central Beach – Advance Atlantic Avenue Initiatives; Review, monitor and facilitate all redevelopment projects including the development of the Dome Site, Pier Project, 17th Street Redevelopment, and land use issues regarding residential and hotel ratios.
 - Marina District - Explore the development of a large green space/park for Rudee Loop, the further implementation of the Marina District RASAP Plan, completion of the Winston Salem Streetscape project.
 - Facilitate the Streetscape improvements for Pacific Avenue from 5th to 40th Streets

2. Establish and Maintain Safe Environment (20 dots)
 - Secure Lighting (improvements)
 - Wide Sidewalks on Atlantic Avenue and Pacific Avenues
 - Enhanced police presence (generate support for camera funding)
 - Improve uniform strategies for behavioral management
 - Improve Bike and pedestrian access
3. Facilitate Activate Atlantic Avenue (19 dots)
 - Beautification of Atlantic Avenue / EDSA
 - Add public restrooms
 - Better signage
 - District Identification
 - Stricter code compliance
 - Lighting
 - Biking & Pedestrian access
 - Better signage to direct traffic on one-way streets
 - Enhanced Resort Maintenance
4. Monitor TIP fund and make annual/as-needed recommendations about Prioritizing (17 dots)
5. Complete an updated RASAP, facilitated by a third party independent design consultant (14 dots)
 - Extend study area to Atlantic & Pacific Ave back to Birdneck Road
 - Revisit Gateways + Sense of Arrivals (17th, 21st, 22nd, Rudee Bridge, North End)
 - Resort vs residential development on east side Atlantic Ave (need for balance)
 - Promote /secure green/open space
6. Improve two-way communication with VBDA, Planning, CVB, BAC, LOA, AAC, City Manager's Office and other agencies as indicated in RAC Bylaws (13 dots)
 - Revisit re-establishing City Manager annual resort report
7. Enhance Aesthetics of Publicly-owned Streets and Corridors (11 dots)
 - Enhanced Resort Maintenance
 - Enhanced Plantings
 - Enhanced Streetscapes
 - Stricter code compliance
8. (tie) Encourage Private Renovation, Redevelopment & New Developments (10 dots)
 - Resort Design Assistance Program
 - Resort Incentive Programs
 - Resort SGA Storefront Office with design + planning staff

8. (tie) Promote Positive Resort Perception (10 dots)
9. (tie) Encourage and support more involvement in projects with public participation (7 dots)
9. (tie) Promote in-market Advertising from TIP fund (7 dots)
10. Enhance Resort Traffic and Parking Plan (5 dots)
 - Increase awareness of parking apps
 - Prepare for limited parking during construction projects: 19th Street, Sportsplex
 - Review and Revise Commercial Parking Lot Ordinance
11. (tie) Update the PDRC Review Process (4 dots)
 - DSC Site plan review process requirement
 - SGA office promote PDRC reviews
 - SGA and DSC staff follow-up
11. (tie) Maintain, improve/enhance the beach and water quality (4 dots)
 - Water quality monitoring
 - Support for recycling and clean beach programs
 - Generating support for funding to address resort stormwater and flooding issues
 - Continued opposition to offshore drilling and seismic testing, and advocacy for offshore wind energy
11. (tie) Establish small group meetings with City Council members (4 dots)
12. Improve Subcommittee Coordination + Communication (2 dots)
 - Reduce overlap of issues with OEC + TPPC
 - Joint subcommittee of TPPC/PDRC to study common issues
13. Support the efforts of Virginia Green concerning renewable energy efforts for resort businesses (1 dot)

COMMENTS

Bob recommended grouping the items as *Critical*, *High Priority* and *Important* items, as they are all important to the subcommittees and RAC.

Kristina thought that the overall goal was to get the Top 10 to include in the report to City Council. Mike Eason added that part of the objective was to identify those priorities that are not currently funded so that RAC can go before Council and request funding, or additional funding if necessary.

It was mentioned by one Commission members that increased communication was a more interpersonal issue than a priority that required financial support. Possibly the top priorities can be combined and packaged into 3 or 4 things to be brought to Council's attention as RAC priorities.

Sam Reid thought that safety was a huge issue at the beach and making the area safe is part of the facilitation of Atlantic Avenue. He suggested merging those two priorities.

BJ Baumann believed that they wanted the separate "safe environment" category as they wanted the area to be safe as a resort area, not solely Atlantic Avenue.

Randy Thompson pointed out that having an effective PR plan can go a long way to creating the perception of a safe environment in addition to taking the actual safety measures.

Randy asked John Uhrin which presentation would provide the most clarity to Council, and John thought that the idea was to develop our City as a product that meshes with the (RASAP) Plan. This is an opportunity to speak as a single voice to Council. The Plan and the City development are interrelated, but on two separate paths. Some of the Action Items in the Plan update are going to be 1) Product Development, Investment and Infrastructure, 2) Maintaining a Safe Environment, which will range from lighting improvement to enhancements, all those types of things. He recommended keeping at least the Top 6 items to relay to Council with the recognition that all 17 are important.

John did request adding Owls Creek to the revised RASAP priority.

Kristina asked for additional question or comments and if the Commission was comfortable with the results, and if so, she thanked everyone for their participation.

They will work on the priorities and possibly re-assign to subcommittees where applicable after action items have been finalized. They will talk to John about presentations to Council.

Bob Trahan believed that they did a lot of good vetting for this particular session and there appears to be greater clarity than in years past on the issue. He agreed with checking on the funding for the priorities.

Old Business

None

New Business

None

Public Comment

None

Meeting adjourned at 3:45 p.m.