



RESORT ADVISORY COMMISSION
MINUTES

DATE: May 6, 2021
TIME: 3:00 pm
PLACE: HYBRID: Virtual via Webex and In-Person attendance
at the Virginia Beach Convention Center, Room 1CD

COMMISSION MEMBERS

PRESENT

Billy Almond
Chuck Cayton
George Kotarides
John Zirkle
Lori Overholt
Mike Eason
Michael Mauch
Michael Ronan
Paige Miyares
Tyler Brown

Doug Douglas, RAC
Kristina Chastain, RAC
Michael Levinson, RAC
Randy Thompson, RAC
Angela Keaveny, Rowdy
Dowd
Caryl Thompson, Aquarium
Gerrie West, Dills Archit.
Stacey Parker, The Pilot
Ron Kuhlman, CVB
Teresa Diaz, CVB
Deb Zywna, SGA
Elisabeth Parker, SGA
Emily Archer, SGA
Hank Morrison, Planning
Worth Remick, Colliers
Mark Shea, SGA

Lt. Scott Merce, VBPD
Christie Moseman, RMO
Lynn Hightower, AWHM
Nancy Helman, CVB
Brande, Rumpf, CVB
Lauren Townsend, CVB
Brian Solis, CMO, RMO
Jamie Capps, RMO SEO
John Mayer, CVB
Terri Boothe, Civic League
Bobby Melatti, OEC
Sgt. Nicole Kosmas, VBPD
Taylor Adams, DCM & Dir.,
Econ. Dev.
Kathy Warren, SGA
Robin Hart, SGA, Recorder

COMMISSION MEMBERS

ABSENT

BJ Baumann
Rosemary Wilson

OTHERS PRESENT

Guy Tower, Council
Capt. Harry McBrien, VBPD

**OTHERS PRESENT
(VIA WEBEX)**

Bill Gambrell, RAC

Billy Almond called the meeting to order at 3:00pm.
Motion carried to approve the April 1, 2021 minutes as written.

Special Events and Sports Center Entertainment Update and Marketing Efforts – Nancy Helman, Jamie Capps, Lauren Townsend

Representatives from the CVB reviewed the region’s number one ranking in the Top 25 DMA markets’ tourism recovery between March and September 2020. Marketing reviewed the spring and summer learning and industry forecasts, marketing campaign for spring and summer, and shoulder season. An overview of the recovery strategy from the pandemic and campaign toolkit was provided as well as accessible tourism markets, opportunities, and CVB efforts to reach that market.

The Special Events office began with a review of the current COVID-19 guidelines, then provided an

overview of the upcoming and new special events and resort programs through December 2021, including scheduled Live! On Atlantic programs. Special thanks went to the RAC and Council for obtaining an increase to the entertainment budget.

Chairman's Report

None

Committee Reports

Transportation, Parking, Pedestrian Committee (TPPC) & Resort Area Mobility Plan (RAMP) Steering Committee

Chuck Cayton updated the Commission that there was no April TPPC meeting, but the RAMP steering committee did meet in April and the project team will be collecting data over the next few months. The employee parking in city garages has already begun.

Planning & Design Review Committee (PDRC)

Billy Almond reported that the PDRC met on Tuesday and reviewed and approved improvements to the cafe at the Sheraton on Atlantic Avenue. The design assistance subcommittee will meet with the owner of Chichos on 11th Street to help them out with design for his café next week.

Oceanfront Strategic Growth Area Committee (OSGAC)

Billy Almond provided a summary of insights from the last stakeholder interview held May 5.

Oceanfront Enhancement Committee (OEC)

Randy Thompson reviewed a draft letter from OEC to RAC to send to the City Manager to strengthen code enforcement at the resort in coordination with Ron Williams' initiative. **Motion carried to send the draft letter to the City Manager.**

Resort Investment Committee (RIC)

Billy Almond reported that they reviewed the changes to the RAC Bylaws and Committee Guidelines and will be presented to RAC in June for review and approval.

They discussed speakers under consideration for RIC and RAC upcoming meetings. The next RAC meeting will be all in-person at the VBCC, with RAC Committees still to remain virtual.

G.R.E.E.N.

Michael Mauch reported for the G.R.E.E.N. committee, that Frank Fentress provided an informative presentation on the City's Urban Forest Management Plan, being updated.

Staff Report

Brian Solis introduced Christie Moseman the recently hired Resort Management Office Analyst and Office Manager for the RMO Field office at 401 Virginia Beach Boulevard. He added that Lisa Bleakley will return to the City as the new Resort Administrator.

Old Business

None

New Business

None

Public Comment

None

Meeting adjourned at 3:20 p.m.