



Resort Advisory Commission
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RESORT ADVISORY COMMISSION MINUTES

DATE: July 1, 2021
TIME: 3:00 pm
PLACE: Virginia Beach Convention Center, Room 3AB

**COMMISSION MEMBERS
PRESENT**

BJ Baumann
Randy Thompson
Bill Gambrell
Billy Almond
Chuck Cayton
Doug Douglas
George Kotarides
John Zirkle
Lori Overholt
Mike Eason
Michael Mauch
Michael Ronan
Michael Levinson

Paige Miyares
Tyler Brown

**COMMISSION MEMBERS
ABSENT**

None

OTHERS PRESENT

Mike Culpepper, Venture
Ruth Hill, VB DHNP
Christopher Boynton, City
Attorneys Office
Guy Tower, Council
Bobby Melatti, IMG
Brian Solis, CMO, RMO

Emily Archer, SGA
Lauren Townsend, CVB
Mark Shea, Planning
Nancy Helman, CVB
Mark Bright, PEDL, LLC
Stacey Parker, The Pilot
Terri Boothe, Civic League
Kathy Warren, SGA
Elisabeth Parker, SGA,
Recorder

BJ Baumann called the meeting to order at 3:00pm.
Approval of the June 3, 2021 RAC minutes deferred to the July 1 meeting.

Atlantic Park Update - Mike Culpepper

Mike provided an update for the Atlantic Park project which included an overall update with the current massing plan, a review of the Alternative Compliance which included discussion on setbacks, heights, various uses and the partial closure of 18th Street, and the next steps for the project concerning appearances at the Planning Commission and City Council.

The project is expected to begin the first quarter of 2022 with an opening in the summer 2023.

QUESTIONS/COMMENTS

Mike Culpepper addressed accommodating lost parking questions from Chuck Cayton, citing the current Desmond Study and successful analyses utilized at other locations.

George Kotarides expressed concern regarding adequate parking and the use of shuttles, and specifically, parking during construction. Venture replied that they will be looking for use of additional parking at the convention and sports centers during peak demand in the summer.

Mike Eason verified that they are not going to be participating in the RPPP and at some point, they will have to accommodate their employees for parking.

Upcoming Changes to the City's Election System - Christopher Boynton

Chris began with a history of the City and provided an overview of the current election system, and the effects of the 2021 General Assembly actions. He reviewed history and provided an update and next steps for Holloway Case scheduled for the beginning of 2022, and the impact on School Board elections.

Homeless Services Messaging - Ruth Hill

The Commission heard the presentation provided to OEC at their June 24, 2021 meeting and came to similar conclusions as the OEC.

QUESTIONS/COMMENTS

The Commission asked why the DHNP could not utilize the Point In Time count in the summer, as well as to be able to quantify panhandlers. Ruth replied that the count spikes in the summertime, and are transient rather than Virginia Beach residents, and their HUD funding is tied to the Point In Time count. They typically count people that are already in the system and go to where they know are existing camps.

There was a request to enable an instantaneous payment for assistance, but Ruth replied that this is an Awareness Campaign (for a better way to donate), not a No-Panhandling campaign. Suggestions were made for alternate payment options, as QR codes can be prone to theft.

Chairman's Report

BJ discussed the American Relief Program (ARP) available to the tourism industry.

Motion carried to draft and forward a letter to the City Manager's office requesting that a portion of available funds be dedicated to the tourism industry.

Committee Reports

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

Chuck Cayton reported that the TPPC met last month and heard a presentation from Elaine Linn on the application for a RAISE grant for the Virginia Beach Trail. He presented a draft letter of support for RAC review.

The RAC carried a Motion to forward the letter of support to the City Manager for inclusion in the RAISE application.

Regarding Short Term Rentals and the RPPP, the Planning Office is providing the Parking Management Office with an evolving list of the STRs as they are being approved. The City is in process of hiring inspectors to enforce the STR regulations.

Kathy Warren and Deb Zwyna provided updates for the RAMP committee and the Atlantic Avenue Pilot Project.

The TPPC adopted the Remote Participation Policy effective July 1, 2021.

Planning & Design Review Committee (PDRC)

The committee met and heard a presentation from Tom Mooney for Murphy's Restaurant Alternative Compliance. They were requested to return to PDRC next month with more information concerning the stage area and traffic flow.

They adopted the revised Remote Participation Policy effective July 1, 2021.

Oceanfront Strategic Growth Area Committee (OSGAC)

The OSGAC did not meet last month.

Oceanfront Enhancement Committee (OEC)

The committee heard a presentation from Erin Walker on the “Get Help/Give Help Homeless Services Messaging” developed for the resort, to replace the red donation meters. The committee suggested re-evaluation of the messaging for stronger verbiage.

Nina Goodale provided an update on the Projection Art project and is hopeful for a Holiday Launch for 2022.

Brian Solis provided an update on Code Enforcement for Right-Of-Way Infringements on Atlantic Avenue, reviewing a report of recent summonses issued as well as code enforcement data for the last five years.

They adopted the revised Remote Participation Policy effective July 1, 2021.

Resort Investment Committee (RIC)

The RIC discussed speakers under consideration for RIC and RAC upcoming meetings.

They received a preliminary report back from STiR on the RAC FY22 priorities and will have that sent to the full RAC for comments after review.

The revised RAC Bylaws are on the Council agenda on July 6.

They adopted the revised Remote Participation Policy effective July 1, 2021.

G.R.E.E.N.

The committee heard a presentation from Worth Remick, Stacey Shiflet and Joel Rubin the Offshore Wind Energy program and Windsdays promotional program. They will be at the RAC at their August meeting.

Brian Solis reported on the Adopt-A-Spot program and the committee carried a motion to support the proposed project and bring forth to the RAC for consideration.

The committee adopted the revised Remote Participation Policy to become effective July 1, 2021.

Staff Report

Kathy Warren formally introduced Lisa Bleakley as the new Resort Administrator.

Brian Solis provided an update on the June 11 - 13, 2021 Sand Soccer event and upcoming resort events.

Old Business

None

New Business

None

Public Comment

None

Meeting adjourned at 5:20 p.m.