



Resort Advisory Commission
4525 Main Street, Suite 710
Virginia Beach, VA 23462
(757) 385-2900
FAX (757)

RESORT ADVISORY COMMISSION MINUTES

DATE: November 4, 2021
TIME: 3:00 pm
PLACE: Virginia Beach Convention Center, Room 4AB

COMMISSION MEMBERS PRESENT

Randy Thompson
Bill Gambrell
Billy Almond
Chuck Cayton
John Zirkle
Mike Eason
Michael Levinson
Michael Mauch
Michael Ronan
Page Miyares
Tyler Brown

COMMISSION MEMBERS ABSENT

BJ Baumann
George Kotarides
Lori Overholt

OTHERS PRESENT

Eric Terry, VRLTA
Jim Wilson, VRLTA
Capt. Harry McBrien, VBPD
Ofr. Charlotte Mayberry,
VBPD
Linwood Branch, Council
Chris Able, Clark Nexsen
Worth Remick, GREEN

Lynn Hightower, OEC
Buster Lankford, Jungle Golf
Bobby Melatti, IMG
Brande Rumpf, CVB
Emily Archer, SGA
Kate Pittman, ViBe
Lisa Bleakley, RMO
Nancy Helman, CVB
Stacey Parker, The Pilot
Terrie Boothe, VB Resident
Kathy Warren, SGA
Robin Hart, SGA, Recorder

BJ Baumann called the meeting to order at 3:00pm. **Motion carried to approve the October 7, 2021 minutes as written.**

Annual Resort Season Law Enforcement Update - Capt. McBrien

Captain McBrien updated the Commission for the 2021 resort season, which included crime statistics, the CPTED analysis, and lights and camera installations. Also included were announcements of the 24th Street /Pacific Avenue and Atlantic Avenue substations. An overview of the ShotSpotter program and firearms recoveries was reviewed. He highlighted the monthly meetings held with the ABC that included a "Bar Safety for Employees" training session.

Lastly, Captain McBrien announced a request for interested sponsors for the police department.

Priorities moving forward included are to address the uptick in violent crime, address improving the residents' quality of life through outreach visit, ensuring J1 VISA students' safety, and securing safe transportation for oceanfront employees.

VRLTA Travel & Education Discussion - Eric Terry, Jim Wilson

Eric Terry, President of the VRLTA, provided the Commission updates on Government Affairs, which included General Assembly Regular and Special Session accomplishments, ARPA relief efforts, and the recent election results and the implications for the tourism industry. He announced upcoming events: the VRLTA Legislative Reception (January 31, 2022) and the VRLTA Day on the Hill (February 1, 2022).

Jim Wilson, Vice President of Education and Workforce Development for the VRLTA, provided an overview of the Hospitality and Tourism Management education program that prepares students for career growth in the industry as well as continued education support throughout the life of the program adoption.

The RAC carried a motion to prepare a letter of support of the education program for consideration for the VBPCS for the 2022/2023 course offerings.

Chairman's Report

RAC Vice Chair Randy Thompson called for volunteers to serve on the RAC Nominating Committee for 2022 RAC Chair and Vice Chair, announcing Chuck Cayton and Billy Almond as current nominating committee members.

He called for chairs for the RAC committees to determine vice chairs for each of their committees per the RAC Committee Guidelines.

He requested that committee chairs consider committee members eligible for the first Annual R. Preston Midgett III Outstanding RAC Volunteer Award, to be awarded in January 2022.

Committee Reports

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

TPPC did not meet.

Planning & Design Review Committee (PDRC)

PDRC did not meet.

Oceanfront Strategic Growth Area Committee (OSGAC)

Bill Gambrell reported that OSGAC had discussion with Central Beach resort stakeholders on their thoughts on the resort development for the future.

Oceanfront Enhancement Committee (OEC)

Randy Thompson reported on the Projection Art update from Nina Goodale. **A motion was carried to draft a letter of support for the project inclusion in the FY23-FY28 CIP.**

Randy reviewed the FY22 RAC priorities assigned to the OEC, which will remain a recurring agenda item for new discussion.

Resort Investment Committee (RIC)

Randy Thompson reported that the RIC reviewed speakers under consideration for future RIC and RAC meetings.

The required reports per the RAC Bylaws were reviewed for content and eventual submittal to the City Manager as well as plans for a brief to Council at a future informal session.

G.R.E.E.N.

Michael Mauch reported that the G.R.E.E.N. committee received an update on the Atlantic Avenue Pilot program progress from Lisa Bleakley.

The committee welcomed two students from VBCPS to discuss green efforts in high school programs - one student a Business Intern working on business waste reduction and one student working with the Brock Center for an environmental studies project on food insecurity and reducing food waste.

Staff Report

Kathy Warren updated the Commission on the changes to the Atlantic Avenue Pilot program and encouraged businesses to take advantage of holiday attractions that could be generated for cars waiting to enter the Holiday Lights.

Lisa Bleakley provided an update on the traffic plan for the 2021 Holiday Lights.

Old Business

None

New Business

Mike Eason updated the Commission on progress with the Mayor's Process Improvement Committee and how they are focusing on increasing employee retention. Billy Almond is expected to be appointed to the Committee soon.

Public Comment

None

Meeting adjourned at 4:37 p.m.