



Resort Advisory Commission
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RESORT ADVISORY COMMISSION MINUTES

DATE: December 2, 2021
TIME: 3:00 pm
PLACE: Virginia Beach Convention Center, Room 3AB

COMMISSION MEMBERS PRESENT

BJ Baumann
Randy Thompson
Billy Almond
Chuck Cayton
George Kotarides
John Zirkle
Lori Overholt
Mike Eason
Michael Levinson
Michael Mauch
Michael Ronan
Page Miyares

COMMISSION MEMBERS ABSENT

Bill Gambrell
Tyler Brown

OTHERS PRESENT

Guy Tower, Council
Linwood Branch, Council
Emily Archer, SGA/ED
Eric Terry, VRLTA
Jim Wilson, VRLTA
Kate Pittman, ViBe
Kyle Williams, Kimley-Horn
Amanda Parrish, RMO
Lisa Bleakley, RMO
Christopher McKnight, RMO
Ofr. Charlotte Mayberry,
VBPD
Carlos Torres-Pablos, Better
Block
Deb Zywna, SGA/ED
Jason Kmet, RMO
Kyle Carson, Zoning
Lauren Townsend, CVB

Mackenzie Denardo, VA AQM
Mark Shea, Planning
Megan Gribble, Planning
Shelley Hunter, RMO
Sheri Higgason, RMO
Chris Able, Clark Nexsen
Sgt. Nicholas Ball, VBPD
Buster Lankford, Jungle Golf
Bobby Melatti, IMG
Brande Rumpf, CVB
Nancy Helman, CVB
Stacey Parker, The Pilot
Terrie Boothe, VB Resident
Kathy Warren, SGA/ED
Robin Hart, SGA, Recorder

BJ Baumann called the meeting to order at 3:00pm. **Motion carried to approve the November 4, 2021 minutes as written.**

ViBe Update - Emily Archer/ Kate Pittman

Emily provided a project overview for the ViBe District project and Kate Pittman elaborated on the City's efforts to build out the art district and the growth and community involvement that has developed as a result.

QUESTIONS/COMMENTS

Billy Almond added that the ViBe project came out of efforts from the 19th Street Streetscape Committee that was formed approx.10-12 years ago. He invited the Commission to view the full presentation at www.asla.com where they recently presented the project at the American Society of Landscape Architects Association's Annual Conference in Nashville, which was attended by four to five thousand landscape architects worldwide.

(1st) Annual Resort Office Season Update - Lisa Bleakley

Lisa provided the first seasonal update for the newly established Resort Management Office. She began with a history of the development of the Resort Management Office, starting with the August 2020 RAC Resolution to the December 2021 update that included a video tour of the field office at 401 Virginia Beach Boulevard.

She reviewed the three goals for the RMO and their status, which were to 1) re-establish the RMO, 2) maintain a safe and friendly atmosphere, and 3) support the CVB marketing efforts.

She reviewed the duties and status of each component of the RMO, which included 1) office staff, 2) special events and film, 3) VB Ambassadors, 4) code enforcement, 5) zoning enforcement, and 6) the homeless outreach team.

Lisa concluded by introducing the Resort Management Office and Better Block staff that were in attendance and reviewing plans for the CY22 season which included filling staff needs, reviewing and revamping procedures where needed, and supporting RAC Priorities.

QUESTIONS/COMMENTS

Overall, the RAC was pleased to see that the RAC Resolution was adopted to carry out the establishment of the office and provide dedicated resources that previously were not in existence.

Chair BJ Baumann thanked Lisa for inviting the staff to the meeting so they could thank them in person for the job well done, and extended thanks to Kathy Warren for her advocacy for the establishment of the Resort Management Office.

RAMP Update - Kathleen Warren / Kyle Williams

Kathy provided a history of how the RAMP came into existence (August 2020) through the recommendation from the RASAP2030 (April 2020) to complete a mobility plan. They are near the conclusion of the meetings and hope to wrap up by Spring/Summer of 2022, after input from a public webinar to be conducted in February 2022. Implementation of the RAMP recommendations would follow.

Kyle reviewed the RAMP methodology, which included community engagement and data collection. He reviewed the Initial Input from the RAMP Steering Committee on the desired outcome from the meetings, the plans that were put into place because of the meetings, and the outputs they are working on to achieve goals identified in the meetings.

QUESTIONS/COMMENTS

John Zirkle complimented how well the data collection supported the RAMP recommendations. The RAC is excited about the RAMP's development of ideas and progress.

35th Street Garage Parking Opportunity - Kathleen Warren

Like the RASAP2030 process, the RAMP meetings have provided a checklist where they can work a plan identified through discussion. One of those needs is for additional parking, specifically in different areas in the resort.

The city was offered an opportunity from a developer of the old Belvedere site, where a new Hyatt hotel will be built, scheduled to be completed by May 2022. The developer asked if the City had interest in the project and, since the city owned no public assets north of 31st Street, and they began to review the parking data. Based on the total resort metered parking space turnover rate, it was determined that there was a need for parking in that area.

Last year, Council approved funding in the amount of \$11.125M to increase parking in the resort (Resort Parking District CIP). The proposal was presented to Council on November 23, public comment is scheduled for December 7, and the Council vote will occur on December 14.

The Resort Parking CIP is indicative of Council's forward thinking in planning for the parking and development future and the SGA Office hopes to build on that CIP for future projects. The 35th Street opportunity puts public parking in a place where the data indicates a strong need for public parking, and it currently does not exist. Other developers have already contacted the SGA office about the potential for similar projects in other areas of the resort after the project was made public in The Pilot.

Both the RAMP Steering Committee and 2013 Kimley-Horn Parking Strategy support the project.

QUESTIONS/COMMENTS

BJ Baumann noted that this project is in line with what they have talked about all along, with being able to expand, and the potential of working with developers makes sense.

Billy Almond noted that, with the current cost for a parking space at \$25K-\$30K, they may want to consider replacing the 16 parking spaces that were lost on Pacific Avenue due to the pedestrian safety project, which will likely be carried down Pacific.

Chuck Cayton agreed that the project does align with the RAMP direction and recommendations for opportunities to share with private development and looking for additional parking throughout the resort area. **Motion carried that the RAC write a letter of support to City Council for this project.**

Chairman's Report

BJ Baumann announced that the RAC Reports required by its Bylaws have been submitted to the City Manager and the City Clerk's Offices. The RAC report to Council occurred November 23rd at 4:00pm.

The RAC and Committees 2022 meeting schedules are included in Commissioner packets. Due to committee membership changes, the Outlook calendar invitations will be adjusted during December. You may see cancellations and new meeting requests. Please call Robin Hart for any questions.

Commissioners should be receiving requests to submit the annual Financial Disclosure Forms to the City Clerk's Office soon, typically due in January. Watch for an email.

Committee Reports

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

Chuck Cayton reviewed the Freebee micromobility transportation presentation from Jason Siegel before the RAMP meeting was scheduled to occur.

Planning & Design Review Committee (PDRC)

Billy Almond reported that the committee approved the Bunker Brewpub application for resort outdoor café, and the committee reviewed PDRC assigned RAC FY22 Priorities.

Oceanfront Strategic Growth Area Committee (OSGAC)

OSGAC did not meet. They will meet in January to reevaluate the interview process

Oceanfront Enhancement Committee (OEC)

Randy Thompson reviewed the projection art presentation they had the previous month and the resulting letter to Council in support of the 24th Street projection art station. There was discussion that

included a slight revision to “expedite budgeting for this project in the current fiscal year for implementation by next summer”. **Motion carried for RAC to forward the revised letter of support to Council for the 24th Street projection art station.**

Randy reviewed the FY22 RAC priorities assigned to the OEC, which will remain a recurring agenda item for new discussion. He announced that Page Miyares will serve as Vice Chair for the OEC.

Resort Investment Committee (RIC)

The committee had a TIP/TAP Fund Review from Kevin Chatellier.

The RIC reviewed RAC upcoming speakers; ECSC’s George Alcaraz will appear at the Jan 6 RAC.

Considering the VRLTA’s presentation to RAC last month, a **motion was carried to send a letter to the VB City Public Schools in support of a request to review including the VRLTA’s updated hospitality education programs in the VB high school curriculum for the upcoming year.**

G.R.E.E.N.

G.R.E.E.N. did not meet.

Staff Report

Nancy Helman was officially appointed CVB Director per City announcement Nov 30. She had served as Interim Director for the past year. Lauren Townsend was also congratulated on her official appointment as Vice President of Marketing for the CVB.

Old Business

None

New Business

Bobby Melatti invited the RAC and attendees to visit the Holiday Lights this year for new displays and layout.

Public Comment

None

Meeting adjourned at 4:58 p.m.