



Resort Advisory Commission
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RESORT ADVISORY COMMISSION
MINUTES

DATE: February 3, 2022
TIME: 3:00 pm
PLACE: Virginia Beach Convention Center, Room 3AB

COMMISSION MEMBERS

PRESENT

Randy Thompson
Bill Gambrell
Billy Almond
Bob Taylor
Chuck Cayton
George Kotarides
John Zirkle
Lori Overholt
Mike Eason
Michael Levinson
Michael Mauch
Michael Ronan

Tyler Brown

COMMISSION MEMBERS

ABSENT

BJ Baumann
Page Miyares

OTHERS PRESENT

Guy Tower, Council
Linwood Branch, Council
Gary Ryan, VMOCA
Leslie Knickerbocker, MOCA
Kate Pittman, ViBe

Emily Archer, SGA/ED
Kathy Warren, SGA/ED
Lauren Townsend, CVB
Lynn Hightower, OEC
Megan Gribble, Planning
Mark Shea, Planning
Bobby Melatti, IMG
Brande Rumpf, CVB
Stacey Parker, The Pilot
Terrie Boothe, VB Resident
Lisa Bleakley, RMO
Robin Hart, RMO, Recorder

RAC Vice Chair Randy Thompson called the meeting to order at 3:00pm. **Motion carried to approve the January 6, 2022, minutes as written.**

Virginia Museum of Contemporary Art (VMOCA) Update – Gary Ryan

Gary Ryan reviewed the effects of the pandemic on MOCA and their effort to rebound. Not only did they survive the pandemic, MOCA thrived. There are ongoing rebranding efforts, and a new website created in July 2021. The museum has been promoting Virginia talent and increasing their digital marketing efforts.

They received an increase in funding for the boardwalk art show, held in November 2021 instead of their usual traditional June date. She noted that the show was very successful, not affected by the Neptune Festival. One Atlantic Avenue merchant noted that the show was beneficial in driving pedestrian traffic to Atlantic Avenue businesses.

Chairman’s Report

Randy thanked the Commission, noting that the Clerk’s Office had accounted for all Commissioners’ Financial Disclosure Forms by the due date.

Committee Reports

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

Chuck Cayton reported that the TPPC had formed a subcommittee to study amending the Residential Parking Program (RPP) Code, and have their first meeting February 4, 2022.

Motion carried to forward the draft TPPC letter of support for a resort microtransit pilot to the City Manager and Council.

Planning & Design Review Committee (PDRC)

Billy Almond reported that the committee approved an outdoor café application for The Sweet Spot at 1718 Atlantic Avenue, The Sweet Spot. They had a review on the 31st Street canopy replacement, scheduled for fall construction. The effect of the pandemic is making construction materials difficult to obtain.

Oceanfront Strategic Growth Area Committee (OSGAC)

OSGA did not meet.

Oceanfront Enhancement Committee (OEC)

Randy Thompson reported that the resort right-of-way enforcement letter of support drafted for the legislative agenda item is ready for when the House bill (HB627) is added to an upcoming agenda.

They approved the Pavement Markings draft circulated by Public Works.

The committee heard a presentation from attorney Charlene Moring on cannabis legislation. They plan to have her return after the General Assembly ends for an update. Councilman Tower advised also contacting someone from the Cannabis Authority Board of Directors to update the OEC.

Resort Investment Committee (RIC)

Randy reported that the RIC had another meeting on the TIP resort priorities projects document and will plan a letter of support for approval to Council for March.

G.R.E.E.N.

Michael Mauch reported they had a brainstorming discussion on a variety of topics for G.R.E.E.N. focus, including the future of composting efforts for the resort, a request to businessowners to adopt a “ban polystyrene pledge”, to continue working with CVB on marketing Virginia Beach as a green destination, and increasing efforts to find and create open space for the resort.

Staff Report

None

Old Business

None

New Business

None

Public Comment

None

Meeting adjourned at 4:00 p.m.