



Resort Advisory Commission
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RESORT ADVISORY COMMISSION
MINUTES

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

**COMMISSION MEMBERS
PRESENT**

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

Tyler Brown

**COMMISSION MEMBERS
ABSENT**

Bill Gambrell

OTHERS PRESENT

Gina Benefiel, VB Rescue Squad Fdtn.
Guy Tower, Council
Linwood Branch, Council
MacKenzie DiNardo, VA AQM
Nancy Perry, VSH
Emily Archer, EcoDev
Kaleb Dunlap, EcoDev
Kathy Warren, EcoDev

Megan Gribble, Planning
Mark Shea, Planning
Bobby Melatti, IMG
Nancy Helman, CVB
Lauren Townsend, CVB
Brande Rumpf, CVB
Stacey Parker, The Pilot
Teri Wiley, VBHA
Terrie Boothe, VB Resident
Worth Remick, Colliers
Wendell Phillips, Zoning, RMO
Lisa Bleakley, RMO
Robin Hart, RMO, Recorder

RAC Chair BJ Baumann called the meeting to order at 3:00pm. **Motion carried to approve the February 3, 2022 minutes as written.**

Virginia Beach Rescue Squad Foundation Introduction - Gina M. Benefiel, Executive Director
Gina Benefiel provided a brief history of the volunteer rescue squad for the city, and the volume of service they have come to provide today, as the largest volunteer-based EMS system in the country.

She provided some information to the Commission that might not be understood by the public, such as the fact that they own and maintain their own ambulances, services are free, and they are able to service the community with the assistance of City rescue and EMS groups, the Rescue Council, and fundraising efforts. The squads are 501c3 non-profit organizations.

She advised the Commission on how they could help the foundation by advocating for their services, noting “EMS Appreciation Week”, May 15 – May 21 on their business marquees, making donations, and serving as a volunteer.

Chairman's Report

To be covered under RIC report.

Committee Reports

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

Chuck Cayton will collect committee members' comments about the developing RPPP resident survey for review at the next meeting, to determine any desired changes to the ordinance.

They had an update on the microtransit pilot being developed for the resort area; in progress.

Megan Gribble updated the committee on the WAVE trolley ridership and costs, and GoPass program.

Planning & Design Review Committee (PDRC)

Billy Almond reported that the committee heard a presentation on landscape and café improvements for the Ramada Plaza Wyndham at 28th Street and Atlantic Avenue. PDRC approved the designs pending a final review and approval of a cantilever by City Staff.

They heard an installation and content update for the Brainwaves project from the Aquarium's Mark Swingle, for new locations at 30th Street, 24th Street and an update to the existing presentation at 16th Street.

Oceanfront Strategic Growth Area Committee (OSGAC)

Mike Ronan reported that they had discussion on plans for resort events from the new CEO of a long-running event and discussed the possibilities of partnering with other associations and events to widen the footprint and bridge gaps between events.

Oceanfront Enhancement Committee (OEC)

Randy Thompson provided a summary of the potential for an art installation for the recently vacated 21st Street and Pacific Avenue lot. Nina Goodale to move forward with Emily Archer on cost estimates and timelines for a surfboard-influenced installation.

Resort Investment Committee (RIC)

After meeting with VBCPS' Sara Lockett and Workforce Council's Mike Woodhead, BJ Baumann and John Zirkle plan to bring the discussion on how to better attract high school students to the hospitality and tourism industry to their respective associations.

The RIC suggested and confirmed speakers for upcoming RIC and RAC meetings for the next three months.

After discussion on the TIP fund and resort projects, a motion was carried unanimously to send the letter concerning the resort projects to City Council.

G.R.E.E.N.

Michael Mauch reported that the committee heard a presentation on the disposable plastic bag fee legislation from the Aquarium's Mark Swingle. With support of other local groups, Mark is trying to get the city to adopt the legislation which would require that certain businesses charge customers a five-cent fee per plastic bag distributed to customers. Not only would the fees collected go toward other beneficial programs for the city but, could change behavior to further reduce plastic pollution. A date to present to Council is to be scheduled soon, and the hope is to have the legislation adopted by the end of 2022.

The committee further discussed restarting the Beach Toybox program this season and are looking for sources to build the toyboxes to store on the beach to collect beach toys for reuse that might otherwise be carried out to sea, to be swallowed by marine life.

The Keep It Beachy Clean stickering program is temporarily halted until a new method of applying the message to the beach's recycling cans can be developed; stickers that decompose contribute to microplastics pollution.

Staff Report

None

Old Business

None

New Business

None

Public Comment

None

Meeting adjourned at 4:10 p.m.