



RESORT ADVISORY COMMISSION
MINUTES

DATE: May 5, 2022
TIME: 3:00 pm
PLACE: Virginia Beach Convention Center, Room 3AB

**COMMISSION MEMBERS
PRESENT**

BJ Baumann
Randy Thompson
Bill Gambrell
Billy Almond
Bob Taylor
Bobby Melatti
Chuck Cayton
D. Nachnani
Damen Watson
Delceno Miles
George Kotarides
John Zirkle
Lori Overholt
Michael Levinson
Mike Eason

Mike Mauch
Michael Ronan
Page Miyares
Tyler Brown

**COMMISSION MEMBERS
ABSENT**

None

OTHERS PRESENT

Guy Tower, Council
Linwood Branch, Council
Kit Chope, Neptune Festival
Nancy Creech, Neptune
Festival
Kyle Williams, RAMP
Terry McGovern, Coast
Defense Study Group

Dee Oliver, Planning Comm.
Emily Archer, EcoDev
Kaleb Dunlap, EcoDev
Kathy Warren, EcoDev
Mark Shea, Planning
Nancy Helman, CVB
Nancy Perry, VSH
Stacey Parker, The Pilot
Taylor Adams, DCM, Econ
Dev
Teri Wiley, VBHA
Worth Remick, Colliers
Jamie Capps, SEO
Lisa Bleakley, RMO
Robin Hart, RMO, Recorder

RAC Chair BJ Baumann called the meeting to order at 3:00pm. **Motion carried to approve the April 7, 2022 minutes as written.**

USS Iowa at Cape Henry – Terry McGovern

Terry McGovern provided the history of the USS Iowa battleship barrels and the importance of keeping them on display for historical purposes. He discussed budget requirements, sponsorship opportunities, and required maintenance.

It was suggested that he meet with the Bayfront Advisory Commission as well as the Local Chapter of the American Society of Engineers.

The RAC was in support of the project and the committees will have future discussions on what might be done to assist.

Old Beach Farmers' Markets Update – Kate Pittman & Laura Habr

Kate Pittman and Laura Habr reviewed the history and upcoming changes for the operation of the Old Beach Markets. It was suggested that they survey their guests to gain greater knowledge and appeal

directly to them to increase attendance and promote it as an attraction for overnight guests.

Neptune Festival Discussion – Kit Chope

Nancy Creech introduced Kit Chope as the new Director of the Neptune Festival. They described their vision for the festival over the next 3- to 5 years and new attractions. Their efforts will be incorporated into increasing the range of collaborators, including an air show, enhancing the festival with culinary focus, and leading into the holiday season.

The 50th year anniversary is coming up and they are working on how to best celebrate it. The festival has been recognized as “The Official Festival of Virginia Beach”.

RAMP Review – Kyle Williams

Kyle reviewed the RAMP summary documents, which are organized into five chapters with an Appendix. The current plan is to send the documents to RAC within the next one and a half weeks with a survey shortly thereafter.

Chairman’s Report

None

Committee Reports

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

The April TPPC meeting was canceled so the RAMP Steering Committee to occupy the entire time slot for summary review.

Planning & Design Review Committee (PDRC)

Billy Almond reported that they had a presentation for a CUP for Coastal Edge skate park. There were questions about parking, a traffic management plan for events (to be coordinated with the Special Events Office), suggested landscaping and moving the ramps in the sketch onto the property. The Planning office will provide updates at a future meeting.

They had a presentation on a pilot for Atlantic Avenue Lighting from Emily Archer, for single- and double-line alternatives for LED lighting from the light poles to the buildings on Atlantic Avenue between 21st and 22nd Streets to improve the atmosphere. They will try it for 2022 and gauge their success. The committee was in support.

Regarding the Oceanfront Restrooms, they received approval to proceed with removal of the utilities discovered at 20th Street and the 31st Street restroom renovation is moving forward,

Oceanfront Strategic Growth Area Committee (OSGAC)

Bill Gambrell introduced one of the newer stakeholders to the area, who relayed their company history and goals for establishing their presence in the area.

Items the stakeholder suggested may help the area flourish would be to improve the outdoor cafés attached to their applicable hotels, draw more of a local crowd, and try to increase the bustle that is felt in other areas in the region, such as Town Center and Norfolk.

Oceanfront Enhancement Committee (OEC)

THE OEC had a discussion on the noise ordinance with Deputy City Attorney Rod Ingram. There is a

potential for an amendment to the noise ordinance, but the specifics regarding the civil enforcement piece have not been ironed out. Councilman Tower working with the City Attorney's Office.

They had another Cannabis Update from Charlene Moring, who advised that the latest amendment to the regulations was not adopted by the House. The committee decided to focus on how to address and control (1) retail locations, (2) onsite licenses, (3) odor, and (4) protecting cannabis as a revenue item and (5) transportation regulation.

On the Freebee Pilot for Micro-transit, due to availability of the Freebee standard vehicles, Teslas will be used for the program. A marketing plan was suggested for the program and a call to Freebee representatives will be made to discuss. The suggestion was also made to tie the program in with the offshore wind program.

Resort Investment Committee (RIC)

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

The committee discussed RAC committee voting rights and attendance requirements.

The committee discussed bringing the USS Iowa to a future meeting to see if it is worthy of TIP funding.; check with RAC.

The committee discussed bringing back the Gift of Tourism program, working with the hotels and other associates to advocate. Nancy Helman to review the tourism economics study.

The Projection Art installation is still desired for Fall 2022 and they will continue to pursue.

G.R.E.E.N.

Meeting canceled due to conflict.

Staff Report

None

Old Business

None

New Business

None

Public Comment

None

Meeting adjourned at 4:30 p.m.