



Resort Advisory Commission
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RESORT ADVISORY COMMISSION MINUTES

DATE: August 4, 2022
TIME: 3:00 pm
PLACE: Virginia Beach Convention Center, Room 3AB

COMMISSION MEMBERS PRESENT

BJ Baumann
Randy Thompson
Bill Gambrell
Billy Almond
Chuck Cayton
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

Bobby Melatti
D. Nachnani
Bob Taylor

OTHERS PRESENT

Delegate Anne Ferrell Tata
Emily Labows, DCA
Emily Archer, EcoDev
Nancy Helman, CVB
Stacey Parker, The Pilot
Lisa Bleakley, RMO
Brande Rumpf, CVB,
Recorder

RAC Chair BJ Baumann called the meeting to order at 3:00pm.

Minutes of the June 2, 2022 RAC meeting will be available for review and approval at the September 1 RAC meeting.

Sports Center Art Project – Emily Labows

The Director of the Department of Cultural Affairs, Emily Labows, reviewed the art project planned for the Sports Center. She also provided updates on the projection station project at 24th Street Park and the status of the surfboards art project planned for the site at 21st Street and Pacific.

Introduction of New Director of Beach Events – Lisa Bleakley

William Younce has moved back to Virginia Beach. He comes to IMG with a sports entertainment background.

Chairman's Report

BJ announced that the July RAC was canceled. They plan to review the restaurant revenues in September and participated in a meeting that discussed what is next for the RAMP, and sports and sports marketing. She also participated in a meeting on the Master Plan for 19th Street, to be handled under PDRC.

Committee Reports

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

Chuck reported that the TPPC met on June 30 and July 28. They had updates on HRT from Mark Shea and Megan Gribble.

Chuck showed an updated Freebee activity report from Rob Fries.

Planning & Design Review Committee (PDRC)

Billy Almond reviewed the Mahi's patio entrance construction, approved by the committee.

The had an update on the 30th Street Restroom Replacement from Emily Archer.

They had a discussion on the revival of the 21st Street Gateway Corridor through Student Design Competition

Oceanfront Strategic Growth Area Committee (OSGAC)

Bill Gambrell reported that they met with an investor at their August 3 meeting who owns a couple different properties at the oceanfront. He purchased the properties because of the pleasant lifestyle and opportunity at the resort.

Mike Eason reported that the Process Improvement Committee is discussing employee attraction and retention.

Nancy Helman provided possible solutions to bring people and their businesses to Virginia Beach.

Oceanfront Enhancement Committee (OEC)

Randy Thompson reported that they met last in June, as their July meeting was canceled. They had a presentation on the Jurassic Experience Exhibit from Alfred Garr. They discussed the status of legislative agenda and local ordinance items.

Resort Investment Committee (RIC)

BJ Baumann reported that they had city leadership at their August 3 meeting to review the Rudee Loop projects and other projects relative to the city.

They reviewed future speakers.

G.R.E.E.N.

Mike Mauch reported on their discussion on identifying what could be done to enhance city-owned city properties.

Mike provided information on the Toybox program for the resort.

BJ reported that they have been asked to participate in a Council-led discussion on the plastic bags fee. More to follow.

Staff Report

Lisa Bleakley reported that The Ave pilot will be expiring at the end of August and what the next steps are for that pilot.

August is a very busy month for events. BJ requested logistics for ECSC that they can get out to the community.

August 5th through August 7th is a Virginia State Tax holiday, announced by the Governor.

Old Business

None

New Business

Delegate Tata discussed the Virginia Tourism Corporation's marketing program for micro-businesses.

Public Comment

None

Meeting adjourned at 4:35 p.m.