



Resort Advisory Commission  
2101 Parks Avenue, Ste 302  
Virginia Beach, VA 23451  
(757) 385-4800  
FAX (757)422-3666

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## RESORT ADVISORY COMMISSION MINUTES

**DATE:** September 1, 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  
Bobby Melatti  
D. Nachnani  
Bob Taylor

### OTHERS PRESENT

Vince Bowhers, LR NOW  
Stacey Shiflet, LR NOW  
Kathy Warren, DED  
Emily Archer, DED  
Nancy Helman, CVB  
Brande Rumpf, CVB  
Stacey Parker, The Pilot  
Lisa Bleakley, RMO

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

Minutes of the June 2, 2022 and August 4, 2022 RAC meetings were approved as written.

#### Lynnhaven River NOW Updates – Vince Bowhers and Stacey Shiflet

Vince opened with the simple strategy behind the goal of the Lynnhaven River NOW group - to have clean and healthy waterways – which is having less unhealthy things going into the water and more habitat that keeps the water clean and removes the unhealthy things. Their 20<sup>th</sup> Year anniversary is celebrated this year, having been established in 2002.

They work with residents, business, schools, faith-based organizations, including those who do not live on the water to educate them about what they do in their daily lives affects what goes into their neighborhood storm drains.

He reviewed their programs to achieve those goals, including the PEARL program, advocacy at local and state levels and restoration efforts with oysters, living shorelines, riparian buffers, and wetlands.

Stacey Shiflet reviewed their composting program, which is implemented not only by the hospitality businesses, but also others such as construction businesses and the services and materials they use. Volunteer programs for cleanups are receiving more attention, and community gardens are popping up.

### Chairman's Report

BJ Baumann reminded the Commission that the Annual Report is due October 15. RAC will have a chance to review the report. There is a November 15 date set to present to City Council for the FY22 year accomplishments.

Any legislative items of concern should be sent to BJ, as they plan to review those again soon.

### Committee Reports

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

Chuck reported that TPPC met August 25 and had a review of the city's traffic control plan for ECSC. They had an update on trolley ridership from HRT. They reviewed their walk near the south end of Pacific Avenue and noted problems that need to be addressed and monitored for future improvements for pedestrian safety. They had a report from Freebee on ridership to-date in July – the highest month for them on record – broken in August with 10,434 riders. Chuck reviewed the schedule for RAMP follow-up meetings, appearances at the Planning Commission and subsequent presentation to Council.

#### Planning & Design Review Committee (PDRC)

Billy Almond reported that they had a presentation from the planning department on signage and lighting planned for Atlantic Park and recommended approval for both based on certain criteria to protect the neighborhoods. They discussed VA Tech students visiting at the end of September to study the Sense of Arrival area for a student project and could provide feedback after the first of the year. They discussed the need for more planning for 19<sup>th</sup> Street and what the next piece might be for sports tourism. They had a briefing on the 30<sup>th</sup> street bathrooms, to be constructed like those at 20<sup>th</sup> Street. They had a briefing on the delay of the 31<sup>st</sup> street canopy design, for fall 2023.

#### Oceanfront Strategic Growth Area Committee (OSGAC)

Bill Gambrell reported that they met with a local long-term stakeholder who voiced concerns and compliments for the resort area development and city processes for doing so, making suggestions on how business owners can be encouraged to keep their properties attractive and in good repair.

#### Oceanfront Enhancement Committee (OEC)

Randy Thompson reported that the RAC had letters of recommendation for review in their packets. The first letter supported establishing simple signage for panhandling at the oceanfront and the second letter requested to be a participant in any committee the City Council may establish to monitor cannabis legislation. **Motion carried to send both letters to Council.**

#### Resort Investment Committee (RIC)

BJ Baumann reported that they discussed the USS Iowa, which Councilmember Branch will take to Council for consideration.

They reviewed future speakers for RIC and RAC committees.

They addressed pertinent legislative agenda items and will be working with Debra Bryan to move those forward.

#### G.R.E.E.N.

Mike Mauch reported that the G.R.E.E.N. committee met on August 27. Tom Gill has agreed to have toyboxes constructed to collect toys left behind by beachgoers near the lifeguard stands, a program to begin in the spring. A suggestion was made to have some attractive designs painted on the boxes.

**Staff Report**

Lisa Bleakley reported that they came off a great weekend with ECSC and a new format from D. Nachnani. Two days of Funk Fest and a day for the Neptune Craft Beer Festival also occurred, for a productive and enjoyable weekend. She announced the high-quality talent that IMG is bringing in for this upcoming weekend. BJ expressed thanks to the RMO staff for their extraordinary efforts last weekend with all the events happening.

**Old Business**

*Projection Art*

They had an update from Kathy Warren on the projection station art station development and are in talks with the new hotel owner at 24<sup>th</sup> Street on securing the right to project on their wall.

Billy Almond congratulated D. Nachnani and George Alcaraz on their art projects tested during ECSC.

*The Ave Pilot Next Steps*

Lori Overholt asked about The Ave pilot program, and Kathy replied that they will take up the delineators first and pressure wash the paint, and then remove the street furniture. The furniture will be used in the 18<sup>th</sup> Street Park when the road project starts in October or November. She asked for ideas on rehoming the plants in the planters, who now do not have a home. The next step is to have a debrief with both businesses participating in The Ave pilot, as well as stakeholders. These follow-ups are important because the information collected – both positive and negative - will be applied to the Atlantic Avenue Project. The timeframe for the meetings is currently set for mid-September.

**New Business**

*Clerk's Office Business*

Delceno Miles announced that the Clerk's Office is looking for a RAC volunteer for the Old Beach Design Review Board, and Page Miyares accepted.

**Public Comment**

None

Meeting adjourned at 4:10p.m.