



Resort Advisory Commission
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RESORT ADVISORY COMMISSION MINUTES

DATE: October 6, 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
Page Miyares
Tyler Brown
Bobby Melatti
D. Nachnani
Bob Taylor

COMMISSION MEMBERS

ABSENT

Michael Ronan

OTHERS PRESENT:

John Janusz, Economic
Development Director,
Freebee
Tom Gill, Chief, VB Lifesaving
Svc.
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. **Motion carried to approve the September 1, 2022 minutes as written.**

Freebee Micro-Transit Pilot Update – John Janusz

John updated the Commission on the Freebee's progress and since its launch in June 2022. The On-demand, door-to-door transportation pilot for the resort area has proven to be highly successful thus far. He reviewed the stats of and wait/peak times, ridership demographics and destinations, public feedback, and impacts to economic development.

Virginia Beach has been rated number one for demand, over all their other operations in Florida, currently their original and previously sole state of operation. The only other locations that are producing more rides have more vehicles.

Michael Mauch asked Freebee to provide the other zip codes that were driving close to the beach and using Freebee.

Suggestions for marketing in the off-season including meeting with the VBRA over restaurant week and drinking and driving campaigns, and meeting with the convention center as part of the meetings' packages on getting around the city. Considerations for the future involve determining the appropriate level of service expected by the city, and demand to continue the service. The recommendation is to bring on more vehicles to meet demand, pending the numbers they will see in the upcoming offseason,

as well as incoming advertising dollars, and the future of the trolley system. There is also the opportunity to service outside the current service area, to both those that are underserved and those that have additional spending capacity. Future plans will be a joint effort between the provider and the city, to determine whether continue the program as an investment rather than a cost.

Virginia Beach Lifesaving Service (VBLS) – Tom Gill

Tom described the private business, contracted by the city to provide lifeguard services at the resort, covering the area roughly between 1st to 42nd Streets, Croatan, the North End, and they also patrol from 43rd to 89th street on all-terrain vehicles. The difference between the VBLS and the Virginia Beach Lifesaving Association (VBLA) is that the VBLA is a 501(c)3. He reviewed the processes by which the teams are certified, and types of services they provide.

Currently down 20% in new hires, the desired employee levels are between 180-200 lifeguards and 30-40 supervisors. Whether EMTs, firefighters, nurses, schoolteachers, etc.; most of the employees have experience in public safety. About a 50/50 male-female mix, they hope to increase their diversity to show that anyone can be trained to work for the VBLS. They have a Junior VBLS program for ages 9 to 15.

Supported by VBLE, VBFD and EMS, they help with city events, and will be hosting the National Lifeguard Championships in their 5th-year event coming up in August 2023. The competition brings approx. 600 lifeguards and has had an economic impact to the city as much as \$1.5M for a single year. They just sent a team for the Worldwide Championships in Italy.

Chairman's Report

- BJ acknowledged the passing of a former RAC member, Sam Reid, who served the Commission for several years, also as Chair of the OEC.
- BJ congratulated the VRLTA winners for 2022.
- The RAC nominating committee for 2023 was established: Michael Mauch and Billy Almond.
- On October 11, there will be a Transportation Project Review and a Cannabis regulation update at the Council formal session.

Committee Reports

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

Chuck reported that TPPC met last month, and they had updates for HRT trolley locations, the RAMP progress, and Atlantic Park development. A new topic - golf carts at the resort – was broached and planned for future discussion.

Planning & Design Review Committee (PDRC)

Billy Almond reported that they did meet and revisited the status of the Virginia Tech students' visit and review of the Sense of Arrival at 21st Street. The presentations will be sent to the PDRC and RAC when available. They also discussed the need to develop a Master Plan for 19th Street.

Oceanfront Strategic Growth Area Committee (OSGAC)

Bill Gambrell reported that they had Ihsane Mouak attend to speak about the HIVE organization.

Oceanfront Enhancement Committee (OEC)

Randy Thompson reported that they discussed the noise ordinance changes, busking permit requirements, and had an update on the AAA's developing Seal of Approval Program.

Due to an unexpected interruption, the RAC meeting adjourned at 3:50p.m. Any further business will be addressed at the next RAC meeting, scheduled for November 3, 2022.