



Resort Advisory Commission  
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**RESORT ADVISORY COMMISSION  
 MINUTES**

**DATE:** May 2, 2013  
**TIME:** 3:00 pm  
**PLACE:** Virginia Beach Convention Center, Meeting Room 3DE

**COMMISSION MEMBERS PRESENT**

Billy Almond, Vice-Chair  
 Preston Midgett  
 Sylvia Strickland  
 Art Webb  
 Michael Cloud-Butler  
 Bryan Cuffee  
 Craig Roback  
 Gerrie West  
 Nancy Creech  
 Jim Davis  
 Joe DaBiero  
 Bobby Melatti  
 Sam Reid  
 Kristina Chastain  
 Randy Thompson  
 John Hawa

Ken Taylor  
 Tom Brown

**OTHERS PRESENT**

Tom Ippolito, OEC  
 Diane Ippolito, OEC  
 Bill Reed, BEACON  
 Gabriella Souza, Virginian Pilot  
 Matt McInerney, VBPD, 2<sup>nd</sup>  
 Harry McBrien, VB 2<sup>nd</sup> Prec.  
 John Uhrin, City Council  
 Barry Frankenfield, SGA

**CVB STAFF PRESENT**

Mike Eason, SGA / Resort Mgmt.  
 David Fairbaugh, SGA/Parking Mgmt.  
 Robin Hart, SGA / Recorder

**COMMISSION MEMBERS ABSENT**

Laura Habr

Chair Preston Midgett called the meeting to order at 3:06pm.

**Motion carried to approve the April minutes as written.**

Preston introduces new member John Hawa, whose family has been at the Beach since 1965 running multiple retail outlets. John and his brother are owner/operators of six stores on Atlantic Avenue and two stores in Sandbridge.

**COMMITTEE REPORTS**

**Transportation, Parking, Pedestrian Committee**

Preston Midgett addresses the trolleys that run on Atlantic Avenue. The surfer logo bus wraps were removed two summers ago. Last summer HRT put a billboard-style wrap on the buses, similar to the city buses. The TPPC does not see any problem with the ads on the trolley panels, but not full wraps, and recommends that idea to the RAC. Preston opens floor for discussion to see if RAC feels like they need to pursue this.

New information indicates that the city may lease other types of vehicles that they can use on Atlantic Avenue.

It was requested that the buses be allowed to run the wraps this year, but for next summer, be sure that people who are riding the Atlantic Avenue trolley be fully aware that the trolley is a short ride that will remain on Atlantic Avenue.

The question was raised if HRT was the only one that could source the Atlantic Avenue trolley. The response was that the City had considered putting the Atlantic Avenue route with a contractor, but they may not be able to do it as a stand-alone deal. Federal law had prohibited previous purchases in this manner, but that may be changing.

Mike Eason says that the economic analysis with Mark Schnauffer has begun, and we should have information soon.

**Motion was carried for RAC to support the TPPC recommendation that the city not allow wraps on city buses on Atlantic Avenue in the future, and allow the advertising panels for next year.**

TPPC also discussed the traffic study request to City Council for the area around the dome site.

Mike Eason says that we are awaiting movement on the dome site project and the RFQ for the Treasurers office site, and it will probably be wrapped into the road-widening project planned for Pacific Avenue. There are currently eight qualifications for the Treasurers office site under review before they go into proposals.

On the Pacific Avenue lighting update, Preston reports that Mike Eason went with Public Works and identified poles and areas along 16<sup>th</sup> Street that need changes and additional lighting.

The Street Closure Policy has been changed to a franchise agreement. Mike Eason has just written the condition for the franchise, and the attorney's office has it. The document will then go to the city agencies for comment, then to the three markets for review, and to the schedule for City Council for approval.

The pedicab operation was approved last month. Total responsibility falls on the owner. The main concern is that they cannot slow down the buses on Atlantic Avenue.

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

Billy Almond reports that they reviewed an interim parking lot expansion for Jungle Golf. It is going through site plan approval, and hope to have that completed shortly.

The Strategic Art group gave a presentation on street art, and the Hinnant family was interested in using the lifeguard stands to display public art. The art would be a digital silkscreen fabric, held on by grommets, replaceable. Options on how to get the design done involved either a competition or a sponsorship for a commissioned artist, with a plaque or explanation piece on the boardwalk. They are hoping to a couple done by the end of the summer.

There were suggestions about utilizing the VoTech center students for design ideas, changing the colors of the lifeguard stands to make it easier for kids to identify where their family is, and moving the lifeguard stand around the city as part of a marketing campaign (similar to the LOVE campaign).

They discussed a new sign for the Virginia Beach fishing pier. Kenny Copeland attended the meeting, and went back with their suggestions.

There was a request for a special sign on the Kellam building at the 32<sup>nd</sup> Street entrance, to be named after Sidney Kellam. The sign would have the same elements as the existing signs on the building.

The Cirquesa at Rudee Loop structure should be going up. Restroom facilities and fencing structures were discussed, and maybe after the structure goes up PDRC may still offer suggestions.

### **Oceanfront Enhancement Committee (OEC)**

Jim Davis reports that their two main topics continue to be Power of Change and Sense of Arrival (SEACOM).

Diane Ippolito reported for SEACOM that they did decide on the design for the swirling silks and the design on the banners between Parks & Cypress.

The OEC is still looking at Touchpoints, and the Sponsorships for their meters.

### **Resort Investment Committee (RIC)**

Preston Midgett reports for Ken Taylor. Patti Phillips, Director of Finance for the City of Virginia Beach, reviewed the TIP fund with the committee. The Major Projects Fund and the TGIF fund merged to create the Tourism Investment Program (TIP) fund.

They discussed the projection for the TIP fund for the end of this year. Revenue sources come from hotel/motel taxes, restaurant/meal taxes, amusement taxes, cigarette taxes, franchise fees and parking permit fees, debt programs, Holiday Lights, and interest.

The allocations go to capital projects, such as 19<sup>th</sup> Street Design, the VBCC, Rudee Loop, the Grommet Park restrooms, the beach replenishment, Rudee Walk, and maintenance for the oceanfront garages.

Preston reported that they also discussed the Resort Advisory Committee bylaws, and are getting direction from the City Attorney. Reviewing the bylaws from October 2012, it appears that RAC is still the main body that oversees this fund.

Two major improvement projects that are to be paid by the TIP fund from the 2013-2014 year budget are the Park Avenue Parking facility and the Pacific Ave widening (16th to 23rd).

Mike Eason adds that that they will be adding an economic impact analysis to the satisfaction survey done with tourists. In addition, Continental Research will be doing a

Return on Investment on our five largest events and we can make that available to the committee.

**Communications Committee (CC)**

Sylvia Strickland reports that the Communications Committee did not meet in April.

**G.R.E.E.N. Committee**

Mike Eason reports for Laura Habr, stating that the cans and lids have been ordered for the Atlantic Avenue recycling program.

Mike explains that the boardwalk recycling program has a continuation of these efforts in moving it back to Atlantic Avenue. At least 50% of products thrown away on the boardwalk are recyclable, and the same holds true for Atlantic. It is very timely, what with the SPSA contract and increase in tipping fees that will be taking place in a few years. Implementing this program now is to our advantage.

Sites have been identified for the recycling containers to be installed at the parking lot at the ball field center at First Colonial Road and Virginia Beach Boulevard.

**Staff Report**

Mike Eason reports that a Canadian Group visited us to get an explanation on how we managed Special Events. Mike worked with Bobby Melatti, Nancy Creech, and others who all spoke with them. It was well received.

The She Crab Soup was very successful this weekend. Bobby Melatti says that they are looking for another culinary event similar (maybe in the Fall) to the She Crab Soup Festival, as this show sells out in 1-2 hours.

Kristina Chastain said she would be happy to join forces.

**New Business**

None

**Other business**

None

Meeting adjourned at 4:25pm