



Resort Advisory Commission
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RESORT ADVISORY COMMISSION MINUTES

DATE: July 11, 2013

TIME: 3:00 pm

PLACE: Virginia Beach Convention Center, Meeting Room 2AB

COMMISSION MEMBERS PRESENT

Preston Midgett
Billy Almond
Michael Cloud-Butler
Craig Roback
Bobby Melatti
Sam Reid
Kristina Chastain
Randy Thompson
John Hawa
Laura Habr
Tom Brown

Bryan Cuffee
Nancy Creech
Sylvia Strickland
Art Webb

OTHERS PRESENT

Bill Reed, BEACON
Brandon Ramsey, CAC / Peabody's
MPO Matt McInerney, 2nd Prec.
Lt. Harry McBrien, VB 2nd Prec.
John Uhrin, City Council

COMMISSION MEMBERS ABSENT

Joe DaBiero
Gerrie West
Ken Taylor
Jim Davis

CVB STAFF PRESENT

Mike Eason, SGA / Resort Mgmt.
Robin Hart, SGA / Recorder

Chair Preston Midgett called the meeting to order at 3:12pm

Motion carried to approve the minutes from the June 6, 2013 meeting as written.

COMMITTEE REPORTS

Transportation, Parking, Pedestrian Committee (TPPC)

Preston Midgett reports that the TPPC did not meet.

Planning Design Review Committee (PDRC)

Billy Almond reports that they are reviewing locations for another public restroom facility at the oceanfront. One of the locations is 20th St (drawings are forthcoming), and they are considering a list of facilities provided by Public Works for expansion (the initial idea was for the immediate expansion of the women's side of the 24th Street facilities).

The possibility of having a public restroom be part of a hotel development was discussed, with further discussion on that at a later date. A facility being “part of” a building is viewed differently than a facility being “adjacent to” a building.

Frank Fentress from Landscape Management discussed sod maintenance for the public parks. He was asked to examine the possibility of installing artificial turf to avoid constant sod replacement, but the problems with using sports turf, such as melting from cigarette butts and other food and drink spills, were too great.

The result was to do a test plot (pilot program) of an alternative sod, with the location to be determined for next season. They are using Bermuda grass now, and will consider using zoysia, which tends to green earlier and stay green later in the year. Another product, called GrassPave, is a fabric that will be rolled out underneath the zoysia sod, for further protection against heavy use

Bernice Pope, from the Cavalier Task Force, gave a good news brief on the Cavalier, and the property transfer will be in a couple of weeks.

The commercial parking lot review meeting (some RAC members, city staff, and lot owner/operators) was held at the VBCC yesterday with Parking Manager David Fairbaugh. The meeting was an information-gathering process to start the discussion of what the issues are concerning the ordinance, hours of operation, leveling the playing field, etc. The next meeting is scheduled for late August / early September. If anyone has any ideas about commercial parking lots, send them to Billy or Preston so they can relay the information to the group.

Oceanfront Enhancement Committee (OEC)

Chair Jim Davis not in attendance; Preston updated the Commission.

A list on Resort Beach Issues / Solution Talking Points has been discussed at the OEC meetings; the OEC will make recommendations to RAC, and RAC will forward to Council. If anyone has any ideas to add to the list, send them to Billy or Preston so they can get the information to the group.

Preston recommends making a visit to the oceanfront late at night and stay to view activity.

John Hawa asks about the event that was supposed to occur on July 26 through 28, about the flyer that was circulating on the internet. The flyer origin was traced, and it turned out to be a non-event.

Communications Committee (CC)

Preston Midgett reports that the CC did not meet.

Resort Investment Committee (RIC)

Preston Midgett reports that the RIC did not meet.

G.R.E.E.N. Committee

Laura Habr reports that the G.R.E.E.N. Committee did not meet, but distributes photographs of the recycling cans along Atlantic to show their progress.

She reports that the Farmers Markets have also been very successful.

Mike Eason has been invited to a Public Works meeting where they will be presenting "Big Mouth" which are automated solar powered trash compactors.

Staff Report

Mike Eason comments on the traffic situation that occurred on Fourth of July weekend. The crowd was larger than usual, possibly due partly because people had not been able to get out for several weekends due to inclement weather. Traffic was controlled as necessary, due to extreme turnout. They are meeting and planning on how to alleviate future backups on the interstate.

Discussion continued on how to prepare for and handle larger than expected crowds for events. Ideas included providing alternate methods of transportation, examining other agencies' plans, establishing large temporary parking areas, putting out press releases with anticipated parking availability, closing a main street at a designated time, and reducing the urge to leave the resort area immediately after the main event by providing continuing entertainment.

Other Business

Preston mentions the Atlantic Avenue old-style trolley ideas from HRT. The new wrap for review should be arriving within the next week. It is a beach-oriented wrap (no advertisement) on a slightly smaller bus. We will test it out to see the difference in ridership.

Preston also asks about the article in the paper on the fat-tire bikes on the beach.

Mike Eason says that the idea came out of the Parks & Bike Trailways committee. His thought is that during the off-season, there is no issue, as they only go 2-3 miles per hour. But during the resort season, they cannot be in the resort area, and must be operated during off-hours.

Preston would like them to come to TPPC for discussion. Mike says we may be able to get the bikes allowed under controlled conditions.

It was asked what could be done about the blind spot hedges and trees on some of the corners of the city, as they may cause safety issues. Mike Eason asks for more information in order to contact the correct department to get that corrected.

The meeting was adjourned at 4:00pm.