



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

RESORT ADVISORY COMMISSION MINUTES

DATE: August 1, 2013

TIME: 3:00 pm

PLACE: Virginia Beach Convention Center, Meeting Room 5AB

COMMISSION MEMBERS PRESENT

Preston Midgett
Billy Almond
Ken Taylor
Jim Davis
Sylvia Strickland
Michael Cloud-Butler
Craig Roback
Bobby Melatti
Sam Reid
Kristina Chastain
Gerrie West
Bryan Cuffee
Nancy Creech
Randy Thompson
John Hawa
Tom Brown
Greg Warren (for Art Webb)
Joe DaBiero

COMMISSION MEMBERS ABSENT

Laura Habr

OTHERS PRESENT

Bill Reed, BEACON
Gabiella Souza, The Pilot
David Livingston, Voodoo Lounge
MPO Matt McInerney, 2nd Prec.
Lt. Harry McBrien, VB 2nd Prec.
John Uhrin, City Council
Emily Labows, Virginia Beach Office of
Cultural Affairs

CVB STAFF PRESENT

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

Chair Preston Midgett called the meeting to order at 3:03pm

Motion carried to approve the minutes from the July 11, 2013 meeting as written.

Public Art Virginia Beach Foundation - Emily Labows

Emily provides information on the Public Art Virginia Beach Foundation.

The first initiative was the Laskin Road Gateway. The Sense of Arrival project at the 264 Visitors Center area and the Lesner Bridge location are in conversation.

The announcement for the Laskin Road artwork will be in Saturday's paper.

COMMITTEE REPORTS

Planning Design Review Committee (PDRC)

Billy Almond reported that the I-Fly project at 25th & Pacific (I-Fly) project was reviewed, and a height variance was requested. PDRC supported the variance request. The

motion was carried at the July 30 meeting to approve the condition that PDRC see the screening for the parking garage as it is developed.

The possibility of installing a resort public restroom at the 20th Street area was discussed, and other locations and scenarios are under consideration. Committee members are coming back to PDRC next month with additional ideas.

Oceanfront Enhancement Committee (OEC)

Jim Davis reported that the Sense of Arrival Committee has reordered banners in their correct (larger).

The Power of Change letter for additional donation meter sponsors was written, and is available for distribution. Contact Jim Davis for more information.

Preliminary discussions with individuals interested in assuming the Power of Change project have begun, some of whom represent the Beach Partnership.

Kristina Chastain will direct a contact from PIN Ministries to Jim Davis to discuss including the Power of Change project in their documentary on the homeless situation.

The OEC has had some input on the compiled recommendations on improving behavioral dynamics at the oceanfront, and hopes to have suggestions and/or comments added to the list.

Resort Investment Committee (RIC)

Ken Taylor reported that at the last RIC meeting, the committee essentially discussed the status of the other committees' agendas.

Funding is still being worked out for the Dome site. There will be another discussion mid-August on other sources, as well as what the next steps should be to solicit another bidder if necessary.

Communications Committee (CC)

Sylvia Strickland reported that the Communications Committee did not meet, but they have established a liaison with the Human Rights Commission. In the fall, they hope to provide an update on alternative energy.

G.R.E.E.N. Committee

Preston reported for Laura Habr that the City now has a dropoff for large recycling items at the First Colonial / Oceana site.

Blue recycling cans are also on Atlantic Avenue.

Transportation, Parking, Pedestrian Committee (TPPC)

Preston Midgett reported that TPPC met with HRT last week for new trolley vehicle on Atlantic Avenue. The thought is that ridership is down because many people rode the old-style trolley for amusement, as well as travel.

There is a restored vehicle outside now for RAC review after the meeting. It has been in service on Atlantic Avenue since last Thursday.

Because the hybrids in use now on Atlantic perform best over long distances, the plan is to use the trolleys next year and do away with the hybrid vehicles.

The next steps are to (1) decide what the vehicle is to look like, as far as seating, color schemes, layout, etc. (2) secure funding (3) discuss advertising and 4) develop a timetable.

HRT will be tracking rider responses, and it was suggested to make it as easy as possible for people to ride the trolleys, with required passes, etc.

Staff Report

Mike Eason reported that the options for Cirquesa coming back next year would be discussed at a meeting in another week or two. Their numbers have improved, and the feedback on their performances is positive, but they have a difficult financial decision for next year.

Given the tough start for the operation, some members expressed that they would like to have Cirquesa return for next year. In addition to occupying a previously unused piece of property, Cirquesa was a focal point in addition to Beach Street, and it was suggested that Cirquesa would serve as a quality attraction to which the business owners could direct their guests who are looking for activities.

Mike, Bobby Melatti, Nancy Creech and Kristina Chastain made announcements concerning ECSC, AMF, Rock and Roll Marathon, Neptune Festival, Wine and Craft Beer Week, and the City of Virginia Beach's ongoing 50th Year Anniversary Celebration. It was observed how combining forces helps the city as a whole for overlapping events.

Mike notes that we are booked almost year-round. Events are being booked into December now.

There was a suggestion made to put a piece of art on the louvers of the 16th Street pump station for the 50th anniversary, for both beautification and celebration.

December 31 is the expiration date for the entertainment event contractor's contract, and enhancements to the plan are being reviewed, such as destination events, in order to drive tourism.

New Business

None

Other Business

Preston invites the RAC out for the late-night walk on Aug 3.

The meeting was adjourned at 4:00pm.