



Resort Advisory Commission
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RESORT ADVISORY COMMISSION
MINUTES

DATE: September 5, 2013

TIME: 3:00 pm

PLACE: Virginia Beach Convention Center, Meeting Room 5AB

COMMISSION MEMBERS PRESENT

Preston Midgett
Billy Almond
Ken Taylor
Jim Davis
Craig Roback
Bobby Melatti
Sam Reid
Gerrie West
Bryan Cuffee
Nancy Creech
Randy Thompson
John Hawa
Art Webb
Joe DaBiero
Laura Habr

COMMISSION MEMBERS ABSENT

Tom Brown
Kristina Chastain
Sylvia Strickland
Michael Cloud-Butler

OTHERS PRESENT

Bill Reed, BEACON
Bernice Pope, PDRC
Diana Burke, VBHMA
MPO Matt McInerney, 2nd Prec.
Lt. Harry McBrien, VB 2nd Prec.
John Uhrin, City Council
Ross Grogg
Mike Eason, SGA / Resort Mgmt.
Robin Hart, SGA / Recorder

Chair Preston Midgett called the meeting to order at 3:00pm

Motion carried to approve the minutes from the August 1, 2013 meeting as written.

Diana Burke was introduced as the new Executive Director of the Virginia Beach Hotel Motel Association.

COMMITTEE REPORTS

Transportation, Parking, Pedestrian Committee (TPPC)

Preston Midgett reports that there is an ongoing discussion about having paid parking on Atlantic Avenue during the offseason. It would work by issuing Pay- and-Park receipts, which are placed in drivers' windshields.

There was discussion about the next steps, which included costs, the number of vehicles, safety concerns, value and other potential uses of the lanes during the same period (i.e. Holiday Lights).

The meetings for the Commercial Parking Lot owners and operators and the Resort Parking Advisory Committee will be held next week. The commercial parking lot approval process and timeline will be discussed, along with the recommendations for updating the commercial parking lot ordinance.

Planning Design Review Committee (PDRC)

Billy Almond reports that there was continued discussion on supplying more public restroom facilities at the resort. The 20th Street discussion is still in progress. They discussed ideas on how they can get more public restroom facilities at the oceanfront in general, with topics ranging from a possible city requirement, to a lease agreement for an incentive-based program.

There was an early presentation for the Henry Apartments near the end of 16th Street and 15th Street to be replaced with single-family houses and townhouses, with the industrial use going away.

There was discussion on the relocations of some of the Virginia Power transformers. It had been requested that some transformers be relocated in the greenbelt in order to facilitate private development. It was the feeling of the PDRC committee that they be located on their own property, and not in the public right of way. They are working with Nancy McIntyre.

Bobby Levin is working on funding sources for the screen art on the lifeguard stands. Red Bull and some other companies have expressed interest. There is a possibility that it could happen in conjunction with the Boardwalk Art Show next year.

Oceanfront Enhancement Committee (OEC)

Jim Davis reported that John Uhrin on the Resort Behavior List briefed the OEC, and the OEC recommends supporting those initiatives.

OEC wanted to offer the recommendation that in the strategic plan for the List, that a monitoring and review component be added to it that may include either monthly or bimonthly reports on progress. If there is no other entity that would do that, OEC might be able to serve as the reviewing body that would take on that task.

John verifies that his commitment to deal with Week 17 included discussions with the OEC and to that end one of the things that has come of that is to increase the fines for parking. The increase in fines for RPP parking will be introduced to Council soon.

Closing time for the new arrivals for the public parking lots was removed from the list, as it was decided that the overall impact of this procedure would not be an overall great win. In addition, the 11:00pm parking lot closing is currently a non-issue, as law enforcement did not see any change if it was not applied across the board for all parking.

Resort Investment Committee (RIC)

Ken Taylor reports that they did meet last month, discussing other projects in and around the resort, parking information, etc.

John Uhrin notes that the Virginia Town & City magazine awarded the City of Virginia Beach's Strategic Growth Area the President's Award for its planning initiative. He notes that these plans germinated from the RAC, and it is an accomplishment to be proud of, as it is a positive initiative.

Communications Committee (CC)

The Communications Committee did not meet last month.

G.R.E.E.N. Committee

The G.R.E.E.N. Committee did not meet last month. They will resume meetings in the next couple of months.

Staff Report

Mike Eason reports that the Resort Area had a successful Labor Day Weekend. The sandwich boards deterred drivers from entering RPP area, and worked well. There was good, positive feedback all around.

The Cirquesa entertainment group may find it difficult to return next year, due to financial reasons. The feedback from RAC members was positive. **Motion made and carried for RAC write a letter to encourage the City to do what they can to have Cirquesa return next year.**

There was discussion on what could be done for next year, which included review of the fencing and walkways, adjustments to the lease, etc.

Old Business

Hampton Roads Transit advised that there is a low-floor trolley going through Altoona testing, and that it is in the beginning stages, but probably not ready by next season.

Other Business

Nancy Creech reports on 50th Anniversary events and other Neptune activities. They are working on initiatives for 2014.

New Business

Mike Eason reports on the positive prevention feedback that was recently offered by some local entities concerning swimming safety at the beach. One wanted to provide swimming lessons, possibly as an amenity for swimmers, and another expressed interest in offering free life preservers to children.

Preston Midgett mentions the strategic plans that were addressed last March. He encourages the subcommittees to note their progress on their lists.

The meeting was adjourned at 4:00pm.

