



Resort Advisory Commission  
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## RESORT ADVISORY COMMISSION MINUTES

**DATE:** November 7, 2013  
**TIME:** 3:00 pm  
**PLACE:** Virginia Beach Convention Center, Meeting Room 3AB

### COMMISSION MEMBERS PRESENT

Preston Midgett  
Billy Almond  
Jim Davis  
Craig Roback  
Bobby Melatti  
Randy Thompson  
John Hawa  
Joe DaBiero  
Kristina Chastain

Michael Cloud-Butler  
Nancy Creech  
Sam Reid  
Bryan Cuffee

### OTHERS PRESENT

John Uhrin, City Council  
Barry Frankenfield, SGA  
Bill Reed, BEACON  
Diane Ippolito  
Tom Ippolito  
Diana Burke, VBHMA  
MPO Matt McInerney, 2<sup>nd</sup> Prec.  
Lt. Harry McBrien, VB 2<sup>nd</sup> Prec.  
Robin Hart, SGA / Recorder

### COMMISSION MEMBERS ABSENT

Laura Habr  
Tom Brown  
Gerrie West  
Ken Taylor  
Sylvia Strickland  
Art Webb

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

**Motion carried to approve the minutes from the October 3, 2013 meeting as written.**

### COMMITTEE REPORTS

#### Transportation, Parking, Pedestrian Committee (TPPC)

A video clip from WTKR Channel 3 concerning the increase in the RPP illegal parking fine to seventy dollars was shown to the committee.

Preston reviewed the Residential Parking Permit sign redesign options. Discussion followed on readability, universal symbols and requirements, placement, and how the signs might be interpreted by both locals as well as visitors (as inviting or discouraging).

All agreed on the design and wording of the orange temporary overlay (Holiday Parking) sign, which could be applied to existing signs during holidays throughout the year.

David Fairbaugh to take the commission's suggestions on interpretation and the requirement to have both signs (versus one or the other) back to the city attorney's office and return with comments.

David explained how the proposed employee parking pass online registration and payment program would work. As of June 2013, employees are currently allowed to park in city garages Monday through Thursday at no charge (with employee hang tag displayed), but the goal is to move them into the garages and out of the neighborhoods.

Preston updates the committee on the three oceanfront trolley routes' ridership and how the trolleys may change in the future, due to cost and ridership figures.

The pedalcab company owner met with resort management and together they developed a franchise agreement for the oceanfront area with specifications regarding original contract length and renewal periods, operating hours and locations, advertising, and owner/driver liability. The pilot program was exclusively for one operator in particular; however, the new agreement would require that bids be solicited to win the contract. **Motion carried to support sending the idea to Council.**

Preston updated that commission that more information from HRT on the light rail may be available in December.

Preston presented images of the proposed modifications to the teak benches on the boardwalk. There will be a review to see in which areas along the boardwalk might benefit from the benches being retrofitted to prevent people from sleeping on them during the day.

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

There was a discussion on the Hilton Garden Inn café at 34th Street. It was decided that the design meets the criteria for square footage and has a clear path to the boardwalk, so the design was approved by the PDR.

The committee received an update from RJ Nutter on the Cavalier development. The development process can be reviewed on [www.cavaliercollection.com](http://www.cavaliercollection.com) .

Richard Maddox gave a presentation concerning the proposed improvements to the Dairy Queen on 17th Street to become a more food-based versus ice cream-based business. The Dairy Queens across the country are moving in the same direction. His requested improvement to the design was approved by the PDR.

The boardwalk teak bench redesign was discussed and, of all designs presented, the PDR preferred the option of adding the additional support to a middle arm, if the design change became necessary.

The additions to the Law Enforcement Memorial at 35th Street will be discussed again at the December PDRC meeting, with Chief Jacocks present to provide more information.

The 20<sup>th</sup> Street Restroom project update verified that the owners next to the area are okay with the building placement. Adding some architectural flavor to the restroom design is being considered.

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

Jim Davis reports that they continued their discussion on the distinction between the restaurants and nightclubs. They will have more information after the restaurant association meets again.

Additionally the committee has decided to address some specific behavior issues at their next meeting.

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

Ken Taylor is to chair the RAC Officers nominating committee. Laura Habr volunteered to serve on the committee. The current RAC Vice-Chair, Billy Almond has agreed to run for RAC Chair.

Parties interested in running are to send requests via email to either Ken Taylor or Robin Hart. They will compile the notes at the next RIC meeting and will vote at RIC and bring to RAC.

Ken to put together details to clarify RAC subcommittee organization, such as criteria, voting members and requirements.

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

Laura reports that the committee discussed the progress of their strategic goals, one of which was to recruit members to Virginia Green.

They had a presentation on the plastic grocery bags recycling program. Others are joining the effort.

### **Communications Committee**

The Communications Committee did not meet last month.

### **Staff Report**

None

### **New Business**

None

Meeting was adjourned at 4:03pm.