



Resort Advisory Commission  
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## RESORT ADVISORY COMMISSION MINUTES

**DATE:** February 6, 2014  
**TIME:** 3:00 pm  
**PLACE:** Virginia Beach Convention Center, Meeting Room 4AB

### COMMISSION MEMBERS PRESENT

Billy Almond  
Jim Davis  
Craig Roback  
Bobby Melatti  
Randy Thompson  
Preston Midgett  
Joe DaBiero  
Bill Gambrell  
Laura Habr  
Sam Reid  
Michael Cloud-Butler  
Nancy Creech  
Bryan Cuffee  
Sylvia Strickland  
Ken Taylor  
Kristina Chastain  
Gerrie West

### COMMISSION MEMBERS ABSENT

Tom Brown  
John Hawa

### OTHERS PRESENT

Sean Adams, VBPD  
Harry McBrien, VBPD  
Greg Ward, BCF  
Diana Burke, VBHMA  
Tom Ippolito, OEC  
Diane Ippolito, OEC  
Bill Reed, BEACON  
Bobby Levin, SAS  
Stacey Parker, Virginian-Pilot  
Mike Eason, SGA/Resort Mgmt.  
Robin Hart, SGA/Recorder

Chair Billy Almond called the meeting to order at 3:05pm, reading the Mission Statement.

**Motion carried to approve the minutes from the January 9, 2014 as written.**

Billy introduces Kristina Chastain as new Vice Chair of the Resort Advisory Commission.

Billy presents Preston Midgett with a plaque honoring his most recent service as Chairman of the Resort Advisory Commission.

### Project LifeguART – Bobby Levin

Over the past year, Bobby Levin has been working on Project LifeguART, having met with the Arts & Humanities Public Art Division, PDRC, Emily Labows, Kent Hinnant, Leo Ortiz, and others.

He has come to RAC for a similar presentation and update on the project, which the PDRC recently endorsed.

He initially built the presentation for a potential sponsor, where he identified where the project would be established, and defined the opportunity.

His presentation today defines how far they have come since the idea was first introduced. At first, the idea was only to paint the lifeguard stands, but beach equipment storage containers were suggested later, which would add up to almost 90 fixtures over a three-mile span that could have artwork. Local artist Sam Welty is interested in the project.

For the first time, sponsor recognition is now available for this project, and viewed as a smart funding idea. By committee suggestion, the sponsor recognition was relocated to a spot less obtrusive to the artwork itself, but still visible.

Availability of the sponsorship would be initially for a two-year period, to cover the remaining term of Kent Hinnant's contract for services with the City, and after that, the timing will be determined. The City Attorney opinion letter is forthcoming.

The ultimate goal is to have something very long-term, as the ROI usually does not come for three to five years into the business relationship. The timeline Bobby has now is for 2014. Starting in the month of March, submissions will be received from the local artists. The first week of April, the new stands would be built. The last three weeks of April, the artist can paint them. On May 1, the stands and fixtures would be moved out to the beach.

Bobby's Wish List includes building two giant lifeguard stands commissioned by well-recognized artists and positioning them at two well-traveled entryways into the area. The sponsor would want to use these images on their websites and other campaigns, so the artist would sign a Work-For-Hire Agreement, where the artist relinquishes any claims to copyright, and clears up any IP issues that might arise.

The budget for the project includes labor, materials, worker's compensation, commissions and artists' payments, and money for a reserve operating fund. Kent Hinnant and the Boucher Brothers did not request any payments.

## DISCUSSION

There was a question on whether or not all the lifeguard stands will be physically the same and painted differently, or if the stands themselves be physically different. Bobby replies that there has been discussion on that, and they might possibly engage a design firm, if they can fund it, for the stands.

To suggestions of lighting the stands in place versus rolling them up to the boardwalk at night, Bobby maintains that the nighttime exposure up close to the boardwalk is what makes the project unique. As long as Kent Hinnant's group has no issue with moving the stands, and the statistics from the CVB visitor profile after 8:00pm and 10:00pm indicate that exposure would be worth moving the stands

On the possibility of vandalism and graffiti, and securing the stands at night, Bobby replies that all public art is subject to damage, and that is why they have built in a \$50K reserve for such things. That is also why they want to use local artists so they can call them to repair any damaged art.

Law enforcement acknowledges that they will have a responsibility for the law as far as any moveable piece of art will bring, known as a "crime of opportunity".

The creative control of the sponsorships will be up to the artist, with Bobby providing suggestions for family-oriented themes, but without constraining the artist. He would like to get several submissions and select some artists, and then having a selection committee of himself, and a couple others (for an odd number of voters).

Billy Almond suggests some sort of design review, possibly the Planning and Design Review Committee (PDRC), who would select from a group of artists to view the flavor of submissions.

If something provokes public outcry, then they can change it, but Bobby thinks the likelihood of that happening is minimal. Tom Brown believes that the corporate sponsor that will eliminate anything radical.

To suggestions of a trial on a smaller scale to prevent too much expenditure (concerning the portable stands), Bobby responds that they considered a test, but felt that a small grouping would lessen the value of the project. The greater value to that product is to sell the entire strip to the sponsor. It is hoped that the lifeguard stand and storage bin samples will be done the week of February 14-19 and available for review.

**Motion carried that, based on the presentation today, along with the suggestions made at PDRC, the RAC supports this concept, with the design issues coming back to RAC for review.**

## **COMMITTEE REPORTS**

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

Preston Midgett reports that there is a proposal to change the route of the 30, known as the Shoppers Express, with the beginning of that route to run down 22<sup>nd</sup> Street to stop at MOCA. No stops will be eliminated. The TPPC agreed it was a good idea to try it.

They reviewed the fare study from HRT, which, for the oceanfront, is increasing by fifty cents to \$1.50. The fare box does not give change, and HRT will have to work something out to avoid a possible public relations problem. HRT is reviewing the comments.

The new trolleys being reviewed last summer are still a live issue, but now the fare boxes must be able to handle credit cards.

Because the resort is becoming more residential, the ordinance for dog walking on the boardwalk was reviewed to allow dogs on the boardwalk between 6am and 10am, seven days a week during tourist season. Leash laws and cleanup laws remain intact. The proposed change will be forwarded to higher offices after RAC provides their comments. Input from VBHMA and VBRA is needed.

There was discussion on reducing the hours of public restrooms in the off-season. Right now, they open at 6:00am, and from 6:00am until about 10:00am, the area becomes a homeless gathering spot. We are looking at changing those opening hours to 8:00am.

The same idea follows with closing the oceanfront parks in the offseason (also to

allow for turf maintenance). Closing them is very controversial for same reason as the bathroom issues. OEC will be addressing both issues, so there will be more to follow.

There was a request to have bike racks at 31st Street. The plan is to install a rack at the 200 block of 31st Street in the same style as the rack at the 300 block of 31<sup>st</sup> Street.

In trying to find a way to modernize the parking lots (private as well as city lots), and move toward automation, the commercial parking lot ordinance was modified to require sufficient lighting, and some type of camera or monitoring system so owners can review what is happening at all times. The TPPC approved those two modifications and other city departments will be contacted for their opinions.

Mike Tippin from Public Works gave a presentation on the Pacific Avenue Improvement Project, which will run from 23 ½ Street to 15<sup>th</sup> ½ Street, during October 1, 2014 through April 30 of 2015, continuing for three years each winter. They will be moving the overhead power lines into a large underground duct bank in the street. The sidewalks will be free of most telephone poles, and they will be rid of all phone lines on the east side of Pacific. The communication and water lines will also be moved into the duct bank. The northbound lane will be open in two directions, and the southbound lane will be closed according to the construction schedule.

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

Billy Almond reports that they met Tuesday and in addition to Mike Tippin's presentation on Pacific Avenue, Bobby Levin gave a presentation on Project LifeguART.

They also reviewed a request from Verizon to put a small cell tower at one of the condominiums at the oceanfront to aid in reception, primarily for people on the boardwalk. The PDR reviewed the one, okayed it, and there will be more.

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

Jim Davis reports that the OEC will have its meeting tomorrow and they will have an invited guest to speak. They will be trying to develop a foundation to discuss some strategies in their first steps in their process and develop a workable problem statement. If any RAC members know of any people that can speak to OEC, please advise.

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

Ken Taylor reports that they met yesterday and started the stakeholder meetings, identifying additional potential speakers. They wanted some people from the creative world, people outside Virginia Beach, and cutting-edge business owners popping up in Virginia Beach, to get the vision of what we feel like is really happening out there.

From there they discussed the subcommittee structures and guidelines and identified a new subcommittee that needs to be established, and will be combining it with the Communications Committee under the name of the new committee.

Ken introduced Kristina to head the new subcommittee, the Oceanfront Visionary Committee. She read a brief description to see if there is interest, outlining its structure and goals.

Ken noted that it was suggested that there be a good overview of all active issues on the RAC plate. RIC will take that on and report to RAC.

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

Laura Habr reports that they had canceled their meeting due to bad weather, but she notes an article on *Inside Business* at end of December 2013, saying that we are susceptible to the sea level rise. She is asking if anyone has noticed an increase in funds for sea level rise. If so, please contact her.

Laura reminds the commission that sponsorships are available for recycling programs for any interested parties.

**Staff Report**

Mike Eason has no business for the staff report, with the exception of noting that Randy Thompson had his first Virginia Wine Festival two weeks ago at the VBCC, with a very good turnout.

**New Business**

None

Meeting adjourned at 4:09p.m.