



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

RESORT ADVISORY COMMISSION
MINUTES

DATE: April 3, 2014

TIME: 3:00 pm

PLACE: Virginia Beach Convention Center, Meeting Room 1C

COMMISSION MEMBERS PRESENT

Billy Almond
Jim Davis
Bobby Melatti
Randy Thompson
Preston Midgett
Joe DaBiero
Bill Gambrell
Laura Habr
Sam Reid
Michael Cloud-Butler
Bryan Cuffee
Sylvia Strickland
Kristina Chastain
Tom Brown
John Hawa
Ken Taylor

Nancy Creech
Gerrie West
Craig Roback

OTHERS PRESENT

Matt McInerney, VBPD
Harry McBrien, VBPD
John H., Dolphin Hotel
Jim Lang, Dolphin Hotel
Stacy Parker, Virginian-Pilot
Greg Ward, BCF
Diana Burke, VBHMA
Bill Reed, BEACON
Mike Eason, SGA/Resort Mgmt.
Robin Hart, SGA/Recorder

COMMISSION MEMBERS ABSENT

Chair Billy Almond called the meeting to order at 3:00p.m.

Motion carried to approve the minutes from the March 6, 2014 as written.

COMMITTEE REPORTS

Transportation, Parking, Pedestrian Committee (TPPC)

Preston Midgett reports that the first order of business discussed was the parking lot and the trolley system.

They are trying to find a way that, if you park in the city garages or the city lots, you would also be able to purchase a trolley pass at the same time. That could be accomplished either with the purchase of the parking pass, or via a trolley ticket machine nearby. It is not possible yet, but is considered for the future, in order to better customer service.

HRT did have a fare increase last month from \$1.00 to \$2.00. They had issues last month with the trolley fare boxes not being able to give change with a rate increase to \$1.50. The increase was subsequently raised to \$2.00.

The trolley vehicle update that they have been working on since last September, trying to replace the blue hybrid buses on Atlantic Avenue with a more of an old style, beach-type trolley, is still a live project. They have been trying to go through all the processes required to get funding for it: ADA approval, proper testing, approval in the City budget, etc. The new trolley type did not make the budget for this year, and they are looking at a year delay. They have two refurbished buses, one of which was out there this year, the ones that had the beach scene on it, and they will have the two buses this summer.

They did talk about the RPP passes. They are still in the process of trying to make applying for and receiving the passes more user-friendly, after proper employee verification. That will not happen this summer, due to meticulous automation coordination efforts.

Preston was unable to provide an estimated turnaround time for an employee to be hired and be able to obtain a parking pass. The design has not come that far. He estimates between immediately through the U.S. Mail, to one month, based on the scheduled periodic review the businesses would do on their current employees.

One member asks how the fare increase for HRT was going to be spent, and Preston replies that they had suggested that it be earmarked for the trolleys, but it was not possible. That increase will go directly to the bus system, but it will provide some leverage for consideration of City requests in the future, such as requests for new vehicles that accept credit cards, ticket vending machines that allow for selling both trolley and parking passes, an application to show updated arrival times for trolleys, etc.

HRT has two kiosks, one on 24th Street and one on 17th Street on the boardwalk, and the ticket vending machines take credit cards. There is no talk about putting ticket vending machines on Atlantic Avenue, as HRT did that years ago and had maintenance problems with them. They moved the vending machines to enclosed shops instead of having them exposed outside.

Planning Design Review Committee (PDRC)

Billy Almond reports that they had an update on the Pacific Ave improvements project from Mike Tippin, of Public Works. Billy wants to make sure that everyone understands that this is going to be a huge project. He urges the commission to familiarize themselves with the upcoming road closures from October until April of the next three years. For the first year, that hardest year, the southbound lanes of Pacific Avenue will be closed, from approx. 21st or 22nd Street to approx 16th Street. All traffic, both north- and southbound lanes will be moving only on the east side of Pacific, as they are putting in the duct bank. Then they will close everything up and pave it for the summer, and begin construction in October of the following year.

When it's all said and done, there will be new pavement, new sidewalks; all power lines, utilities will be underground, but it is not the complete streetscape.

Jake Jacocks gave an update on the Law Enforcement Memorial Project. They came up with a different approach to the signage for listing the names at the memorial, which

was a panel to list names of the fallen, similar to the memorial on 25th Street. Everyone on the committee was agreeable to that, so that project will be moving forward.

They reviewed the proposed small stage to be constructed at the Hilton Garden Inn at 34th Street, at the 34th Street connector park between the Hilton Garden Inn café Tortuga's and Ocean Beach Club. The stage would be large enough to have one, maybe two artists at the most would perform. That was reviewed and approved.

The committee had people from the Seaside Raw Bar & Café submit plans to add an outdoor deck onto their café. With the exception of some dimensional problems, the plan was fine, so they had to reduce the size of it. They will still follow through with the application. The Atlantic Avenue Outdoor Café Program requires improvements to the façade of the building, so they are also improving the building.

Billy Baldwin came to PDRC, representing three of the tenants on the block - the Sandbar, the Edge and Chemistry. They are interested in trying to renovate the façade of the block, improving the environment and the look. Not everyone on the block is on board yet, but the committee wanted to do whatever they can to support that, as they feel it is a good step in the right direction. Some members on the PDRC have volunteered to donate some of their time, and to-date, Kathy Browning, Billy and Duff Kleiwer have volunteered to assist.

Oceanfront Enhancement Committee (OEC)

Jim Davis reports that they are still working on problem strategies that they have identified. They are gaining more clarity on what they are trying to solve. He feels that it is important that they are providing the right solutions to the right problem, but it can be a painstaking process.

Billy adds to the report the information on the Sense of Arrival kickoff meeting held at the VBCC a couple of weeks ago. There was a stakeholder group comprised of citizens, RAC Commissioners, city staff and others to begin that process of actually designing a sense of arrival. They had the guiding principles of the Sense of Arrival Committee under Jim Davis that expressed what they wanted to see in terms of the sense of arrival, and all agreed at the meeting that they want to create something memorable. They are exploring far-reaching concepts, with both nighttime and daytime visions. They want to create several visions for entrance to as well as exit from the resort area.

Resort Investment Committee (RIC)

Billy Almond reported for Ken Taylor that they had Karen Prochilo attend their meeting to discuss the housing resource center. It is to be built on Witchduck Road, at the old Kempsville Building Materials site at Cleveland Street. Karen has experience as an architect, and was in the Planning Office, and it now in the Neighborhood Preservation Office. Karen gave an update on what the concept and plan was to create a center that will have representatives from all areas of the city (housing, education, social services, etc.) available for assistance. The resource center is to also have a housing component

that can house up to 70 people, as well as an open space outside. She provided a slide presentation similar to an existing facility in Ft. Lauderdale.

She addressed several questions, including how we get people from Point A to Point B, and discussed the new position funded to assist those in need, incentive to go to the new location, and get the message out.

The basic description and schedule is as follows: day services and common area, 12,750sf, 1700sf family shelter, 13,500sf short-term shelter / 70 people, and housing in conjunction with other housing opportunities throughout the city, etc. A design charrette is scheduled for April 22-25, open to the public. May 2015 Council votes on construction funding. Construction phase is July 2015 to June 2017 and hopefully the facility will be open by July 2017. They will bring back more information as they receive it.

Oceanfront Visionary Committee (OVC)

Kristina Chastain reports that they started out their most recent meeting with an exercise to get their Mission Statement down. They discussed grass roots efforts, roadblocks to new and/or small businesses, and ordinances that might need to be reviewed as their landscape evolves.

They feel that the time is right for this type of movement, as there was a recent panel put on by Inside Business and Cox Communications on how the City of Virginia Beach can possess the “cool factor” a little more, and an opinion piece in the Virginian-Pilot on how to “get out of the way of the revitalization effort”.

G.R.E.E.N. Committee

Laura Haber reports that they are developing a comprehensive recycling program chart to track recycling efforts across all groups and locations: the oceanfront, the North Beach and Sandbridge.

Another program they are working with, the International Student Outreach Program (ISOP), send about 1600-1800 kids from other countries to the Beach for available work. Some of the requirements while they are here is that they receive some cultural exposure and volunteerism. The G.R.E.E.N. Committee is going to help them find some green activities, such as planting grasses to educate about sea level rise, or assist with recycling activities, etc.

The VBHMA is leading the Virginia Green recruiting with five hotels, and they are hoping to recruit more members from VBRA.

Economic Development

Bryan Cuffee reports on resort projects from the last Economic Development meeting in March.

There was an approval on a resolution from the Cavalier Hotel to support the hotel to be part of the State’s Tourism Development Financing Program presented earlier by Barry Frankenfield.

There was discussion on the two proposals on the arena. Both proposals are from WM Jordan, one from United States Management. The city has reactivated the

Arena Citizens Communication Committee was resurrected from the first arena development idea that did not materialize. A public meeting was held March 24 for both proposals. The proposals, presentations, and questions are posted online on the City website (vbgov.com). The proposals are under review for the Arena Task Force and will be briefed to City Council.

The last item was related to the Dome site. In November the city elected to receive additional proposals related to the Dome site, and there was an RFQ opened by the Economic Development office and closed on March 21. There was one response to that RFQ and it will be up for discussion at the next development meeting.

Staff Report

Mike Eason advised that the City Manager's Advisory meeting is next Thursday. It is basically an update for items that were discussed last year, with an update on the implementation of those, and what may be planned moving into next year.

Last Tuesday, the SGA, along with about six other departments, presented their budget through a workshop presented by City Council. Management Services made recommendations, but come mid-May, we will find out what our new budget is. Mike's department will transfer money out of the Beach Events budget to support Town Center, but that was the extent of their impact.

On the LifeguART update, Bobby Levin has about six or seven sponsors interested in either a lifeguard stand or storage box, and is entertaining a lot of artists and fielding a lot of calls about how they can get involved.

He is screening those requests to participate, but he has run into a little bit of a snag about moving the 500-lb. stands to the boardwalk every night. The new thought is to illuminate the stands with LED lights instead of moving them. Maybe lighting up every other stand starting from the middle of the beach, working out, would capture some attention. When asked for thoughts on that, Sylvia Strickland likes it better than moving the stands, and Billy notes that the solar panels applied to the guard stands and have the uplighting at the end of the day. Mike's opinion is that the 1ft x 1ft sponsor recognition sign will get better light with the white LED than moving the stand up to the boardwalk with the existing lights.

There was a question on the amount of the sponsorships currently being offered for this season. The amount was verified at \$7,000 each. Bobby has had some non-profits approach him, and he is considering a small discount for a non-profit organization.

Bobby Levin is also trying to get them painted in advance, and has some options on where to stage that to get it done. He has secured the compound beside Lot 5 to do that. But he is also considering setting up a "Live Action" tent and have the artist paint the structures live.

There was some confusion on how the sponsorship went from one large sponsor to smaller, individual sponsors. Billy clarified that essentially the program ran out of time and for this season only, Bobby is offering the shorter, smaller sponsorships. The larger

sponsorship is on a parallel track. He gave a presentation to the VBHMA two weeks ago to get individual sponsors for this season, but next year he is still planning the large corporate sponsor. Mike Eason reports that now, Bobby is thinking of redoing the sponsorships and dividing the sponsors into smaller sections; that the one large amount sponsorship might not now be the best idea. John Hawa asked if Bobby Levin is getting the word out on this change, and believes that Bobby needs transparency on this project and needs to get the word out. Bill Gambrell agrees, although he had received a personal note from Bobby as well, but not the VBRA. Mike Eason will talk to Bobby and let VBHMA get the word out, at least to the members. Sam Reid suggests putting it on the Economic Development webpage. Kristina Chastain thinks it would make it a little more personable, a little more eclectic to have more local sponsorships in the presentation instead of having one large single sponsor.

Mike says that there will be a Franchise Agreement for this, with artwork approved by the Arts & Humanities Commission.

Mike reports that the Shamrock event and subsequent post-event meeting went well, even though they had a change in the route from last year. An additional 2,000 participants this year, exceeded the number of participants in Rock & Roll.

Mike says that they are still trying to figure out what should and should not be billed to the organizers for cost recovery. They have been able to mediate a little of the sticker shock experienced by the event organizers when the true figures came out, but the effects they expected are occurring. Some event costs are dropping once the organizers saw what they had to pay for. A lot of the difficulty is having the departments segment their expenses that they don't typically divide, such as Labor, but they are working that out.

Mike reports that Kathy Browning is working on a grass roots effort to prevent drownings at the oceanfront, and they are trying to reach those in need of swimming lessons. They are trying to reach out through the schools, and Mike asks for suggestions to get information out. Kristina Chastain has a contact at the REACH program, and she will share with Mike.

New Business

Preston refers to a request from the CAC concerning any assistance for the upcoming support for law enforcement during the weekend of April 26. Assistance may be in the form of snacks, drinks, etc., any relief you care to provide.

Laura Habr talks about a new program for the local businesses in the beach district, west of Atlantic Avenue, starting this Friday from 12pm to 7pm, and people will be getting out visiting shops in the area. It will happen the first Friday of every month, and they will have t-shirts made to promote the event.

Old Business

Billy Almond brings up the issue with the Skywheel. We had a presentation last month, and at the end of the presentation there was a motion to approve the Skywheel in

concept, which was voted on, and advanced. Since then there has been some discussion. Billy reports that during the meeting last time they had talked about the fact that they had started to drill down on the project during the Conditional Use Permit process, really looking at what was going on operationally, the site, and there was the notion that “more will be revealed”. He knows that a lot of you wanted the opportunity to speak, he knows that Joe DaBiero and Bobby Melatti wanted to speak. Billy introduces Bobby Melatti first, as part of a general discussion that has taken place since last month.

Bobby says that Richard Maddox did approach him about the Skywheel. He showed him a picture, not an architect’s drawing. He said that it had the potential to do \$6M worth of retail business, and put land that is currently off the tax roll and put it on the tax roll. The net to the city would be approx. \$638K/year. He told Bobby that they would build another stage and he would still be able to have his entertainment there. Bobby was interested.

He then went out of town, and when he returned, he had a change of thought that maybe it should not come to be. Because the people are vested in the parks (through their support over the years) and the park represents the only green space, the only place you can stand and see the ocean. They have a value that is more than intrinsic.

Then Bobby saw the finished drawing, the new and improved Dairy Queen, and who the space will accommodate after the Skywheel is built. Bobby had an issue with the “land space” they said they would have left over. Not 3200 people, but 2800 was the fire marshal’s number of people that could safely occupy (stand in) the park (with no Skywheel) for an event. The square footage of 4sf per person does not fit someone who is either larger, or does not fit families (who will have kids playing, and people tend sit down, not stand up). The square foot number per person is closer to 15sf. Bobby will not be able to have some of his events and Richard may not be able to service his customers as well as he would like in this “new and improved” space. He loves the idea, but he does not want it at the 17th Street Park.

Joe DaBiero received his return phone call that he mentioned that he was waiting for last month on the Skywheel. There are concerns about balcony issues, lighting and impacts related to the Skywheel from properties on both the east and west of the Skywheel. The Dolphin Inn, in particular, is opposed to the concept as they feel it will be detrimental to their business. It is a smaller hotel and it is directly off the south end of that building. They had a meeting on this and, although they are in favor of projects like this at the beach, they are not when it puts a detrimental impact on one of their members. He feels that people will not want to pay \$250/night for a room there, with two kids in the room, and have to look at the Skywheel right outside their balcony. He also feels that the proposal was not vetted properly. He agrees with Bobby that the park should not be taken away. Some of the owners at the Dolphin Inn came to the VBHMA

for support, and the VBHMA had no choice but to side with one of their members. The VBHMA also supports the Skywheel, but not at 17th Street Park.

Bill Gambrell did make a point to ask Richard Maddox about the lease and feels that it is something that should be discussed. The fact that Joe is opposed to it, Bill also removes his motion of support made in March, in agreement/support with Joe DaBiero.

Tom Brown looked on YouTube and found the Skywheel at Myrtle Beach. He found pictures of the light show, the Skywheel, and the thing that struck him was that all the people taking pictures with their phones were families - the type of people he wants to see at the beach. He understands the desire to put it at the water. He says that it doesn't make any sense not to go up in the air and not be able to see something (or the back of a building). He is on the fence about moving it.

Randy Thompson asked if anyone has talked to any of the other property owners next to any of the other Skywheel locations. Billy Almond said he is in receipt of a letter from an adjacent business owner (Holiday Inn) who says that the presence of the Skywheel adjacent to his property has increased his business in . Although it is not the exact same distance from the Skywheel that the Dolphin Inn is, but it is the adjacent property to the Skywheel. The one that was in a most similar situation is one in Atlanta, which is right next to a residential tower. All they did last meeting was support the concept. That is why he is bringing up the dialogue today.

John Hawa supported it, although he understands Bobby Melatti's concerns. He feels that the 17th Street stage, the stepchild of all the stages, is the one that would be least impacted by the Skywheel construction. If you were to put it on 19th Street, it is a light show that will then impact residences. Hotels have curtains; balconies aren't private. When they built the Hilton, no one complained about being able to see down on anyone's balcony. The Dolphin Inn condominiums are individually owned, and maybe they need to hear from the owners from each unit and you may hear something different. He thinks the lights can be managed to satisfy others' concerns.

Tom Brown says that he has approved things that he knew were going to upset some people. He is expecting backlash from most any decision. When we approve it as the RAC, he knows that people will oppose it. He says that as far as development goes, we approve it. If it affects some one person or entity, he thinks we should hear from the people who are opposed and let the City make the call.

Joe maintains that the presentation was not vetted properly and we should have known the pros and cons on both sides before it ever came to RAC. That's what the subcommittees are for. It was never brought to the VBHMA or the VBRA. No one was contacted until it hit the newspaper. We could have handled these issues before they became issues. He reiterates that everyone loves the concept but feels that they should have had more notice.

Billy replies that notice was given for the members of the Transportation, Parking and Pedestrian Committee (TPPC), and the Planning and Design Review Committee (PDRRC). The PDRRC did not get a chance to drill down on it because the March 4 PDRRC

meeting was canceled due to snow. TPPC had the Skywheel idea from an informational standpoint. When the email went out before the developer came to town, the Executive Director of the VBHMA was copied, Joe (DaBiero) was copied, several hoteliers were copied that this was coming to PDRC. Notification was done in the proper manner for it to be done, albeit late Monday night. That is why at RAC he said there was a carefully crafted motion to support "the concept". He also said that they had applied for a CUP. Billy agrees with all the sides presented for and against having the Skywheel at 17th Street Park. The project is going to the Planning Commission, and if Bobby and Joe and the VBHMA want to go there and fight it, let them do that, and we take it from there. He agrees with Joe that the idea was not properly vetted out exactly as they had planned, due to weather. Perhaps the idea in hindsight would have been to delay it another month, but then there is added pressure to get it approved, built, so many months to build it, etc. So, he thinks everyone has an opportunity to voice their opinion at the Planning Commission on Wednesday, if it's still on the agenda.

Kristina Chastain thinks we were in a honeymoon phase, and all got swept up in the project last month. Shee feels that we should not take up green space, but she wonders if we can asks for recommendations for other proposed sites, near the water.

Billy Almond's idea was to put it at the loop, but it being a precious piece of property on the East Coast, they need an exit strategy for another location at the Beach within five years.

Bill Gambrell says that the green space is necessary and the things that are at 17th Street are exceptions, not standard development (i.e. Dairy Queen). He just doesn't think that all things considered have been considered. We have neglected 17th Street for way too long.

Tom Brown says that when he saw the stage in the design, he wondered who was going to stand between the Dairy Queen and the Skywheel to listen to a band, but now, with the crowd that the Skywheel might bring, 17th Street might be able to compete with 31st Street for entertainment if the Skywheel was there.

Bobby says that he has no plans to go to the Planning Commission or City Council. He has been coming to this commission for 20 years, but the reason he called the Chair was that he was uneasy about this project. If we don't have these conversations, we don't need the RAC. We are vetting this project right now. He says that he will always support RAC's decisions, whether he agrees or not. Having said what he said, he supports whatever RAC decides.

Sylvia Strickland was also on the honeymoon with Kristina Chastain and others, and would like to withdraw her support, along with Bill Gambrell. She feels that the green space means so much to everyone, citing when the residents had the uprising in support of 31st Street green space.

Jim Davis asks if we approved the location or the idea. Billy Almond says that was the concept of the Skywheel, but not the location of the Skywheel, and if there is a decision

to restate the motion and tie it to the site, or whatever the mood of the Commission is on what they want to do.

Jim says that maybe we should have decided the spot first for something like this in the first place. He does not know what criteria would go into that decision, and he thinks that would fall upon us to make that recommendation.

Tom Brown doesn't believe that one project will save the 17th Street, but at the same time, he has put a lot of money into that corner (his business) to try to get it to a level that everyone can be proud of, but he feels a little funny. People comes here to the RAC from out of town, or to make a presentation, we vote yes/no. The developer (Koch) is back in St Louis, the property owner is not here, and Tom asks if we can reverse our decision, or should we have the developer come back and have us tell him our problems with it and say to him that we can't accept it.

Billy reiterates that the letter that went to the Mayor spoke about the concept, so if there is a decision today to make another statement that we express concern, or don't express concern about the 17th Street site, and that other viable lots should be explored, then that is the mood of the Commission. Then someone needs to decide that, and we vote on it, like anything else.

Bill Gambrell doesn't think that that much needs to change, conceptually, but he agrees with Joe. We could have a caveat and say that we need to take a hard look at the location. He doesn't think that what we did last month was wrong.

Kristina asks to have the motion read.

Ken Taylor says that last month we supported the concept, not the location. The motion at the March RAC meeting read that the motion was carried to approve the concept of the Skywheel. Not the Skywheel at 17th; not the Skywheel on the oceanfront.

Mike Eason says that the lease at 17th Street is a 99-year lease that can be changed by mutual consent, if the city supported the concept of the Skywheel being at 17th Street. He wants to remind the commission of one thing: this Skywheel was originally proposed for the Dome site. The developer felt that this could produce a revenue stream that he felt could be successful at. Mike says we need to go back and vet all the potential locations, and then by doing that, we allow the developer to adjust his recommendations.

Jim Davis makes a motion that RAC and take a look at the site that would be most ideal for this concept, and do so in concert with the developer.

Billy asks for a second for that motion.

Tom clarified that we are going to ask the developer that they recommend the best site for the Skywheel.

Jim clarifies that, no, the Commission look into the possible site that we consider to be the most ideal, in concert with the developer.

Tom believes it would be hard for us to tell the developer that we don't want the Skywheel at the waterfront, when the developer is the one that thinks it would be a good location to have it at the waterfront.

Kristina recommends that we have a substitute motion; however, Jim's motion was not seconded, therefore there is no need for a substitute motion.

Billy thinks that most important thing we can do is to go to the planning commission and tell them that we support the idea but we have some issues with the location.

John Hawa says that choosing the development site for a private business, you are stepping into some muddy water. Since they are individual owners, the Dolphin Inn needs to be heard from at the Planning Commission. How many of those 100 owners at the Dolphin are saying yes or no. He asks Bill Gambrell is all of the VBRA members are opposed; John does not think so. John says to let the Dolphin Inn, who has all individual ownership, make their fight. Billy says that the Planning Commission is the next venue for that.

Randy Thompson thinks that all the angst is based on some assumptions. We are talking as if we are going to remove the entire open space. The Skywheel is not a brick and mortar building, it almost appeared to enhance the location, not necessarily a detriment. It sounds as if someone in a very similar situation had a positive experience with it.

Joe DaBiero says that to get back to the property owners not being heard, they did come earlier today to the meeting, but they failed to call prior to the meeting to be put on the agenda, so they were here at the start of the meeting but they couldn't get on the agenda so, they left. It was the President of the Association at the Dolphin Inn (Jim Lang and John H.). Joe asks if we have a motion on the table. Jim Davis reports that it died.

Joe agrees that we should not steer people to the sites we want them to be, but it was his impression that it was Economic Development that drove this idea to begin with. We were already in the cue of telling somebody where they should put their business. It was not as if this person came to us. Maybe I'm wrong, but I heard that Economic Development went to that person, and then approached Richard (Maddox) and got it together. So, we did cue that up. It wasn't the developer that requested this site. Someone from us went to them, so the talk about we shouldn't tell developers where to go, because that's already been done. He agrees that it needs to be clarified, that we kind of got misstepped there. We do need to open it up to other avenues, not just the 17th Street lot. There is concern for the 17th Street. There was a motion that said that there was concern for the 17th Street site, that it needs to be opened up to other sites to be available.

Billy provides information that this is very similar to his North End Civic League. The North End Zoning Review Committee directly represents from 42nd Street to 89th Street, the entire North End. They believe in the betterment and preserving the neighborhood. Individual property owners have the ability to agree or not agree, adjacent property owners have every right to go down to the Board of Zoning and Appeals (or whichever applies) to state their case. We don't always agree with the next door neighbor. We don't always want something next to us, but for the overall good, the Resort Advisory Commission, this is not the 17th Street Civic League, not the 17th Street Business Community, it's not anything. We are supposed to represent the good of the entire resort, and that's why, philosophically last month, we agreed, we have been talking about this for 25 years that we need something for families to do, and here is somebody that wants to spend \$15M to put something here. Before we send them back to St. Louis on a plane, maybe there is the alternative to look at some alternate sites.

Kristina Chastain says that the discussion sounds like we want to make a positive motion, so she makes a motion that we approve the concept of the Skywheel and we would like to see other alternative sites. Bill Gambrell seconds that motion.

Ken Taylor suggests amending the original motion made in the March RAC meeting, that you don't necessarily need to make a new motion.

Tom Brown clarifies that it is not to veto having it at 17th Street.

Kristina says that the amendment motion is a clarification of the original motion of approval of the original concept, and would like to see alternative sites.

Bill Gambrell seconds Kristina's motion.

Robin Hart reads back the motion that Kristina made, and noted that it was seconded.

Billy reminds the commission that the motion was seconded, and we are still in discussion.

Sam Reid is in full support of bringing things to the beach that are family-oriented.

First of all, he says that Richard Mattox can break the lease, with mutual understanding. He can put a building up there. When you all talk about the park, it is really not the City's park, and it can go away. Sam says that if City Council agrees, then the park is gone. Bill clarifies that the agreement was, the Dairy Queen can be there, if he gives the City this 99-year lease. Sam thinks that park is not going to be there for the duration of the 99-year lease. Mike will send the commission the agreement tomorrow morning for review. The land will become very valuable, and that park will go away within that 99-year span. Sam is in favor of the Skywheel going on 17th Street. At least you can see right through it.

Number two, he thinks the motion should just say that we have approved this and we would like for...(unfinished statement), not to reapprove the concept. He thinks it's a great idea, taking it to the planning commission is a requirement; it has to have the Conditional use permit process vetted, and there are light pollution ordinances where those laser lights should never be shined on the adjacent building. You can't even put a parking light outside the box. A brand new arena for Kellam field was highly regulated. The lights shine directly down. It does not sound like we are going to have a noise issue. We need to let the planning commission go through the process. Although it is Economic Development's job to bring business to the Beach, it is not our job to pick the spots. We can only advise.

John Hawa wonders if the developer hasn't already considered the best sites, if he is willing to spend this amount of money. He has found something he likes, and would like to move forward. John agrees with the fact that the site selection should be taken care of at City Hall and the Planning Commission and let the people it will affect speak for themselves.

Bryan Cuffee says that, first related to Economic Development, that although he cannot speak specifically to how this whole program was initiated, but he can say that it is typically Economic Development's job to reach out to different businesses and help them locate their business within the City of Virginia Beach. Typically, they do look at optional sites as suggested, and by the time something gets to the point that we saw it

at last month's (RAC) meeting, it has gone through that process and for whatever reasons the developer has selected that site that's best for them.

He has heard all the arguments today, and he is involved in a company that is involved as one of the owners, so he is speaking for himself as a member of the Commission, but he hasn't heard anything in this discussion today related to that project or that site that wasn't known last month. We knew that it was going in the park. He knows that we approved it "in concept", but he doesn't think that for the owner or developer who were here last month, there wasn't any discussion from us, other than tweaking the location of the stage, to the point that the Skywheel was going to be anywhere other than 17th Street.

A lot of time and effort goes into something like that, and potentially it sends a bad message to go back after neither the developer nor the property owner is here, and to vote to ask them to look at other sites, even though we still approve the concept. It would send the wrong message to other businesses that might want to come here, travel here, to stand in front of this group and be able to trust the decision that is made from this group that when they leave, we stand behind that decision. He is not speaking for Economic Development, or who he works for, but speaking on behalf of himself. We did send a message last month, and it sounds like we are doing a little bit of a one-eighty in our decision.

Preston Midgett is going to abstain. He believes in this project and feels that it needs to be on the waterfront to be hugely successful. It's a walk-in traffic draw, it's a revitalizer, and all the people he talked to at Myrtle Beach spoke highly of it. (So much that he proposes Jungle Golf as an alternate location.)

Ken agrees with Bryan that we need to be careful in the message that we are sending, so the wording of the motion, should we change the original one, which is very plain, that we approved the concept, which is plenty; and we let this this flush itself out the way it needs to. If we want to do a correction or clarification to our original motion, the wording is very specific, or do we take no action and stay with what we have, which is ambiguous enough, we approved the concept. It is not our job to flush out all the details. It is our job to bring forth to and recommend to Council things for improvement. Options are to (1) take no action and leave March motion as is; or (2) as a clarification that we approve the Skywheel in concept and recommend to City Council look at all opportunities and options with the highest and best use for projects like this. Bill Gambrell asks if the Planning Council sees these minutes, and Mike says that the Planning Commission is not on the Distribution List; it can be, but is currently not.

Billy notes that Kristina Chastain has the floor. Kristina Chastain withdraws her motion. Jim Davis notes a Point of Order, that the motion was seconded. Bill Gambrell supports Kristina's withdrawal. Jim Davis says that the motion needs to be voted down.

Billy asks Robin to reread Kristina's motion, and she reads that they approves of the original concept of the Skywheel, and would like to see alternative sites.

Billy was the only one to approve; all others do not approve. Preston Midgett abstains. Ken makes it a point of discussion to take no action.

Billy thanks everyone for sticking this out. This has been an important discussion and helped to gel this committee and to vet this out, and he promises as Chair that the next time it snows, they will postpone items, but that is the way things work out this time. For those who are against the project, please show up at the Planning Commission and have your say in the hearing and at City Council after that. Thank you for your time.

Meeting adjourned at 5:01pm.