



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

RESORT ADVISORY COMMISSION  
MINUTES

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

**COMMISSION MEMBERS PRESENT**

Billy Almond  
Kristina Chastain  
Preston Midgett  
Jim Davis  
Sylvia Strickland  
Michael Cloud-Butler  
Gerrie West  
Bobby Melatti  
Joe DaBiero  
Laura Habr  
Nancy Creech  
Sam Reid  
Bill Gambrell  
Randy Thompson  
Tom Brown  
John Hawa

Craig Roback

**OTHERS PRESENT**

Joe Gelardi, ESG  
Andrea Kilmer, ESG  
Valerie Wilkinson, ESG  
Karen Prochilo, HNP  
Danette Smith, HNP  
Capt. Sean Adams, VBPD 2<sup>nd</sup> Pct.  
Matt McInerney, VBPD 2<sup>nd</sup> Pct.  
Harry McBrien, VBPD 2<sup>nd</sup> Pct.  
John Uhrin, Council  
Greg Ward, BCF  
Stacey Parker, The Pilot  
Bill Reed, BEACON  
Mike Eason, SGA/Resort Mgmt.  
Robin Hart, SGA/Recorder

**COMMISSION MEMBERS ABSENT**

Ken Taylor  
Bryan Cuffee

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

**Motion carried to approve the minutes from the November 6, 2014 meeting as written.**

Arena Update – Joe Gelardi

Joe Gelardi, representing the developer for the Virginia Beach arena, showed a video of their two-day trip to visit the Pinnacle Bank arena in Lincoln, Nebraska. They believe that it is the nearest comparable arena in function and size to what they have proposed for our area. A delegation from the resort area also attended and spoke with Lincoln city officials about the arena and its impact the adjacent entertainment district (a district similar to what the 19<sup>th</sup> Street development may become).

Through a time-lapse construction video, he shows how the private areas surrounding the arena developed as the arena itself was under construction, and relates the similarities in the rest of the video to what could happen with the proposed Virginia Beach arena. The video also addressed traffic and law enforcement resources, and

amenities of the arena.

Comments and Questions:

John Uhrin says that they vote on the term sheet next Tuesday, and asks for the Resort Advisory Commission's support.

Joe advises Bill Gambrell that the answers to questions from last night's public meeting will be posted on the city's website by Monday. Bill reports that VBRA Board unanimously supported the project; however, they warned to be careful with financing of project.

Joe DaBiero agrees with Bill, and states that the VBHA also behind the project.

Joe clarifies with Preston Midgett that the references to ESPN Zone in some of the renderings were conceptual; there is no business relationship with them.

Preston also asks if there any restaurant associated with the outside of the arena. Joe replies that the plan is not to have the arena be an island, and that the restaurant will be modest and adjoined to the arena itself. They will work through that with the city staff in coming months.

For traffic distribution, Preston agrees that the VIP and HOV parking are good ideas, and Joe added that there would be a drop-off driveway along 17th Street for private vehicles, hotel shuttles, and the like. In Lincoln, parking was good for the businesses, as not only did it address the traffic as well as the parking problems, but helped disperse the crowd away from the area.

**Motion carried unanimously to support the arena as presented and send a letter of support to City Council.**

Outreach Program Update – Dannette Smith

Dannette addresses the statistics of what they see at the oceanfront; Capt. Adams addresses what they see from the law enforcement side and Karen Prochilo outlines the next steps with City Council.

Dannette provides an update on the pilot program, which began in July 2014. Their two goals were to ensure a positive experience at the oceanfront, and persons in need of services had their needs addressed immediately. Starting with six outreach workers, who came to be known as "Pinkies", because of the pink shirts worn for recognition, they worked staggered hours at the oceanfront between 6:00am and 10:00pm. They are noticing that people want service and they are starting to move in that direction. The program is continuing through December, but now with a skeleton crew with the homeless work at the oceanfront. Since the early fall, they have moved from six outreach workers to four workers, who work out of their office on 22<sup>nd</sup> Street.

Dannette reports that to-date they have served close to 200 people. The bulk of the people they are seeing here are younger and therefore more available to get into housing, and in turn, closer to employment. With the 22 people they have reached, 16 people have gone into housing, both of which Dannette says are great numbers for a pilot project. They are moving people forward.

She reminds everyone that in order to move a person forward, there has to be

frequent contact, with multiple touches with people on the street. Some of the services they work with include PIN Ministries, the Potters House, the Healing Place (in Raleigh and Richmond), and the city's Magic Hollow and SNAP Programs.

Every Thursday they have a call to check in and monitor themselves and ongoing cases. The police, and Dannette's coworker, Cheryl Molinette, have been visiting with some businesses to see how their efforts are going. That contact has worked out well.

Sean Adams reports that criminal statistics show that, in the 24th Street corridor, there have been major reductions in calls for service and arrests for this time of year in this area. They are hoping to reduce the number of times that officers have to interact with the homeless groups, as law enforcement can now identify families and put them to the right sources for assistance. They did see a slight increase in their own homeless, probably due to publicity, but they feel that it is a good thing, as they can redirect their own as well as send those from other cities back to their own services in their respective jurisdictions. Sean believes that it is important that we invest in this project because of the gains in the long-term. They will support the program as it moves forward.

Karen Prochilo, Housing Administrator with the Housing and Neighborhood Preservation Department (HNP), said that during the summer of 2014, the many behavior complaints that included some members of this homeless group led to the creation the pilot program. The Pinkies have developed relationships with those on the street that require constant, direct interaction to continue to be successful.

The three departments working on the project involve Housing, Human Services and Law Enforcement. Housing is requesting that we try to find a home for this program, and it is going to the HNP. They have hired two people, and have a Housing Resource Center planned for Witchduck Road, scheduled for 2017. They need (1) a program coordinator, (2) approval from City Council on December 9 to move forward, and (3) a portal to provide a coordinator assessment, which will filter the best placement for each individual. In the meantime, they will continue to use their Path Outreach Worker in lieu of a program coordinator.

John Uhrin comments that this is the first program of this type with which he has been involved. There is talk about funding the program on a year-round basis, and they will consider that in the next budget cycle. If this group feels the way that he does, it would benefit if we could get support from the RAC.

Jim Davis adds that about five years ago, the Oceanfront Enhancement Committee (OEC) reviewed change strategies for this situation, and found that they were unable to do it alone. He is happy to see that many, if not all, of their strategies that have come under discussion have been embodied in the outreach efforts.

**Motion carried unanimously to support the Outreach Program, and the efforts of the HNP and related agencies, as presented and send a letter of support to City Council.**

Mike Eason mentions one other component concerning the homeless groups being addressed by the OEC, and that is the existence of the service organizations and

their impacts in and around the residential neighborhoods. The OEC is tackling a very sensitive subject, and until the Housing Resource Center is completed and built, the OEC is trying to find relief for residents that might be impacted by these same groups.

## **COMMITTEE REPORTS**

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

Sam Reid reports for Preston Midgett. Sam reports that they discussed changes in the RPP and meters proposed for 16<sup>th</sup> Street. The topics will be discussed with residents and comments brought back to the next TPPC meeting.

Other topics included an approval of commercial parking lot changes for full-time automation, requiring cameras and lights. They had a briefing concerning the bike path improvements for the boardwalk, which include new signage. HRT reported that RFP is going out December 9 for the trolleys.

Mike Eason addresses the request by local businesses for trolley lanes to be open during construction on Pacific Avenue, and direct all traffic down Atlantic Avenue. Traffic engineering replied that the existing southbound lane would be sufficient to handle the traffic during the off-season. Bill Gambrell comments that the VBRA is frustrated that it still is not part of the equation. At John Uhrin's request, that they let the issue go.

### **Planning and Design Review Committee (PDRC)**

Billy Almond reports that they did meet, and discussed canopy design operations for 17<sup>th</sup> Street and 31<sup>st</sup> Street. Mike Eason and Bobby Melatti will discuss. Other topics of discussion included the 2904 Atlantic Avenue project and PDRC Strategic Planning Goals. The project's basic concept was met with approval with some recommendations.

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

Jim Davis reports that the OEC did not meet.

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

Billy Almond reports for Ken Taylor that the RIC met, and was briefed by a group that wants to develop a food truck park on 17th Street. They provided a lot of background information, and although there are hurdles, the committee gave them a nod to move forward with direction back to the VBRA before they go any further. The project seems to be a great initiative, and they have had success in both Norfolk and Chesapeake.

Ken Taylor will step down from the RAC due to business commitments. He will be submitting a letter of resignation and John Uhrin will have the ability to nominate someone to fill that seat, and the Chair of the Resort Investment Committee.

### **Oceanfront Visionary Committee (OVC)**

Kristina Chastain reports that they did meet yesterday. They are a visionary committee, so their ideas are neither limited nor strictly solution-driven at this point. Their discussions ranged from the importance of maintaining older buildings to what other cities are doing to deal with the same issues that Virginia Beach is facing concerning careful redevelopment.

They defined their Top Five Action Items for 2015, and for the next meeting they are trying to bring someone from Norfolk to have discussion on how their ideas for Norfolk's redevelopment project (including Better Block) came about.

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

Laura Habr reports that, due to the holiday, the G.R.E.E.N. Committee did not meet, and will meet for discussion on the Clean Beach Program discussion on December 17.

**Economic Development Report** – Bryan Cuffee

No report this month.

**Staff Report** – Mike Eason

Mike Eason reports that the ice rink is open and several people attended the VIP event last night. There was a good turnout with the media and he is hoping for good success.

**Old Business**

None

**New Business**

Laura Habr announces the First Friday VIBE occurring this weekend.

**Public Comment**

None

Meeting adjourned at 3:56pm.