



Resort Advisory Commission
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RESORT ADVISORY COMMISSION
MINUTES

DATE: November 5, 2015
TIME: 3:00 pm
PLACE: Virginia Beach Convention Center, Room 3A

COMMISSION MEMBERS PRESENT

Billy Almond
Bobby Melatti
BJ Baumann
Sam Reid
Randy Thompson
Bill Gambrell
Preston Midgett
Bryan Cuffee
Michael Cloud-Butler
Sylvia Strickland
Tom Brown
John Hawa
Joe DaBiero
Nancy Creech

COMMISSION MEMBERS ABSENT

Craig Roback
Kristina Chastain
Jim Davis
Laura Habr

Gerrie West

OTHERS PRESENT

Luke Hillier, Hillier Ignite
Karen Prochilo, HNP
Andrew Friedman, HNP
Brian Solis, SGA
Matt McInerney, VBPD
Greg Ward, BCF
Chuck Applebach, CVB
Harry McBrien, VBPD
Lt. Bob Christman, VBPD
Diana Burke, VBHA
John Uhrin, Council
Bill Reed, BEACON
Stacey Parker, The Pilot
Mike Eason, SGA/Resort Mgmt.
Cece Riddick, SGA
Robin Hart, SGA/Recorder

Chair Billy Almond called the meeting to order at 3:00p.m.
Motion carried unanimously to approve the minutes from the October 1, 2015 meeting as written.

Hillier Fitness Park - Luke Hillier, Hillier Ignite!

Luke Hillier announces that Hillier Ignite! is donating a perpetual gift of a fitness park to the City of Virginia Beach. He got the idea from a trip to Santa Monica where he saw a fitness park on the beach in front of his hotel. He was impressed by the experience and felt that it enabled him to get to know the City better. He notes that the park was in front of a high-end hotel and the hotels actually market the fitness park as being nearby.

At the end of the Virginia Beach boardwalk, at 40th Street, he is proposing an adult playground so to speak, a compliment to Grommet Island Park at 2nd Street. It is a good turnaround point for those running or biking near the boardwalk.

SB Ballard, who built the Virginia Beach seawall, will donate installation services. The same group that built the fitness park in Santa Monica will build the one here.

Already known as one of the top fittest cities in the United States, the park will help cement Virginia Beach's reputation as a fitness destination. It will be one of the only two fitness parks in the United States on the beach.

QUESTIONS

There was discussion on the need for additional bike racks, parking, liability, resident approval and City obligation.

Luke believes that bike riders use the boardwalk railing as a bike rack as is, and he thinks it works better and looks better than having additional bike racks. In reply to questions about parking for those that would drive, Mike Eason replies that there is on street parking around 39th Street and Pacific Avenue, and the garage is at 31st Street.

Mike had a discussion with Risk Management and they say that this park carries no more liability than any other city park. In regards to the maintenance, Hillier Ignite! will handle the capital maintenance and the City will handle routine maintenance, such as grading. There are existing trash barrels that will still be serviced by the City, and the City may add a portable restroom out there. There may be monthly inspections to ensure safety. A little bit of money may be set aside for anything found to be unstable during these inspections, non-capital maintenance items, such as connectors, etc. They are developing an MOU with all those items and he has been in discussion with Frank Fentress.

Tom Brown has visited the Santa Monica Park and he says that it does express a very positive attitude and make us a better place to live. You will not see many amateurs out there; it really is an adult playground. Luke agrees, and said that the community policed it themselves.

Sam Reid recommends talking to the north end civic league and get their endorsement, and Luke replies that the members he has spoken with have endorsed the project.

Randy Thompson asked for an installation date, and Luke is hoping for this spring. They are in negotiations with the City on signage.

Randy Thompson makes the motion to endorse the park as presented. Seconded. **Motion carried unanimously to endorse the park as presented, with one abstention.** The abstention noted was from Billy Almond as his firm, WPL, located at 242 Mustang Trail, Suite 8, Virginia Beach, VA, 23452 is involved in the design process for the project.

Homeless Initiatives – Karen Prochilo and Andy Friedman

Andy Friedman gives the Commission an update on their efforts to address homelessness, discussing the history of the effort. When Andy started with the City in 1986, an active group of churches had created the Winter Shelter Program for the homeless. It was coordinated through a non-profit organization. It is still in use today, and the City has help fund those efforts since 1984. In 2009, the Beach Community Partnership was formed, eventually recognized by City Council, and helps the community decide on its direction in these efforts. They wanted to do more than the Lighthouse Center that opened at the oceanfront in 1997.

Karen Prochilo discusses what the Department of Housing and Neighborhood Preservation (DHNP) is doing now, which includes the Housing Resource Center (HRC).

It has been a year since they last gave a presentation to the RAC. The Point In Time count done outside in January 2015 revealed 423 homeless people, and the school system

counted 815 homeless schoolchildren in the 2014-2015 school year. Homelessness is a revolving door, and Karen and the DHNP hope to make it rare, brief and non-reoccurring. They are aware that homelessness cannot be eliminated.

Karen updates the Commission on their latest projects.

They created a coordinated assessment, called Connection Point, mandated by HUD. It provides for a central intake to account for their homeless population, no matter in what stage of homelessness or potential homelessness they may be.

They have their oceanfront outreach workers, the "Pinkies", who have moved citywide from their beginnings at the oceanfront. They work in coordination with police and homeless services. They started with six workers and recently hired an outreach supervisor.

HUD has also asked for more assistance for veterans on a nationwide level, so there is increased focus on housing the veterans. The DHNP created a process to identify homeless veterans, match them with housing and getting them housed within 90 days. They encountered over 199 homeless veterans in the City. They are happy with the success, as they have housed 89 veterans, found housing matches for 56, and have 14 in progress.

Lastly the Housing Resource Center (HRC), a one-stop shop for the homeless community is moving along as scheduled, with 90% design with expected completion in the fall of 2017. It is at the corner of Witchduck Road and Southern Boulevard. City Council approved the funding package in May and the area has been rezoned. It is near a potential rail station and not too far from Town Center. Karen reviewed the types of rooms, shelter and long-term housing that will be available for those awaiting permanent housing. The Health Department and Goodwill are interested in participating in the HRC, so a clinic will be there that will also be available to the general public. The Health Department will still have offices on 22nd Street. The HRC will replace services offered at the Lighthouse at the oceanfront. There will also be central intake at the Witchduck location, with flexible office space, learning classroom centers for training, and a dining room. Courtyards will provide natural light, with a separate courtyard area for families with children. They are open to other faith-based organizations and non-profit organizations interested in having office space at this location. The DHNP will have some office space and the Department of Human Services will occupy the third floor. The DHNP will oversee the HRC.

DISCUSSION

John Uhrin comments that having a centralized location for the services makes helping people to change their circumstances a lot easier. In addition, not having to lease space for some of these offices moving to the HRC will save the City money.

Andy Friedman adds that the goal of the HRC is not solely to help the homeless in a new place; it is to get the homeless out of homelessness.

They have talked about trying to provide some sort of day labor opportunity and are speaking with Goodwill about it.

The Pinkies are funded annually through the Department as part of the budget. Karen expects to see them again next year.

Committee Reports

Transportation, Parking and Pedestrian Committee (TPPC)

Preston Midgett reports that Charlie Malbon from the Bayfront Advisory Commission (BAC) presented their plans for a shuttle operation along the Shore Drive corridor starting as early as next year. They are working with HRT on a budget and ridership and will meet again next month.

They discussed the WAVE routes for the 2016 season. They are going to get more information on the Shoppers Express route next month. They are trying to keep MOCA on the route and still service the shops along Laskin Road and Lynnhaven Mall. Right now, any alternative routes cost additional money.

Thelma Drake expressed a need for transportation along their Amtrak destination routes. When the trains drop off at the Amtrak stations in both Norfolk and Newport News, the HRT bus that drops them off at 19th Street in Virginia Beach is the end of transportation services. Thelma exchanged contact information with key attendees at the TPPC. Preston notes a similar situation with the Greyhound buses and the international students, so these topics are on their radar now.

They had the Conflict of Interest presentation from Rod Ingram.

Bobby Melatti has requested TPPC assistance in finding a way to put at least four more flag poles with swirling silks along I264 as part of the Sense of Arrival project. The poles cost approx. \$3K apiece, and they need to know how to proceed.

QUESTIONS

John Uhrin says that Aubrey Layne is researching those questions about VDOT and City jurisdiction for flagpole placement. There was further discussion on banners locations as well as the next steps to take, which included Mike Eason speaking with Frank Fentress and contacting Highways about the poles on the Rudee bridge.

Bill Gambrell relates that some are not in favor of the silks project. Mike believes overkill can diminish the concept, and they are proceeding carefully.

Planning and Design Review (PDR)

Billy Almond reports that they reviewed the plans for the 27th Street Park. Emily Archer also reviewed the design and had minor comments. It was approved.

The representative for the Peabody's renovation spoke about the preliminary work, as the nature of the building involves encroachments. The PDR commented that the canopy into the main building needed to be a little more cantilevered, or at least hung.

They also had the Conflict of Interest presentation from Rod Ingram.

Oceanfront Enhancement Committee (OEC)

Sam Reid reports for Jim Davis that the OEC discussed their top priorities for 2016.

Concerning the Sense of Arrival, they also discussed having a second banner below the main banner near the Visitor Information Center (VIC). Randy Thompson and Bobby Melatti gave a similar briefing to what Preston discussed for TPPC.

The Block's last meeting was well attended, and it appears that the effort may take off. They are hopeful for change soon in that area.

The Homeless Impact remains a priority, as a resident commented about the increased usage at a services group in her neighborhood. Sam thinks it shows the need for the HRC at Witchduck Road.

Resort Investment Committee (RIC)

Billy says that each subcommittee needs to have a Top 5 or Top 3 action items list for 2016. Please advance when complete.

They had Bayfront Advisory Commission (BAC) representatives at the last RIC meeting: Kal Kassir, Joe Bovee and Charlie Malbon. They discussed both Commissions' similarities and differences, and discussed how the BAC could use some experience from

the RAC and other subcommittees. They would like to set up quarterly meetings with them at RIC and invite any interested representative members of the subcommittees.

Oceanfront Strategic Growth Area Committee (OSGAC)

OSGA did not meet.

G.R.E.E.N. Committee

The G.R.E.E.N. Committee did meet, but no report was available for today's RAC meeting.

Economic Development

No report.

Staff Report

Mike Eason talks about the 21-year old Holiday Lights attraction and whether there is a future for the attraction, and if so, how they can add value to it. They want people to do more than ride through the display on the boardwalk in their cars and then drive away. With the help of Randy Vogel, Diana Burke/VBHA and Andy Vakos, along with Beach Events and the City, they came up with Santa's Village. It will be an attraction similar to Coleman's Nursery with animated figures, Santa, food, carolers, storytellers, merchandise, rides for children and a petting zoo. The Village is a combination package with the Holiday Lights and it opens the day after Thanksgiving Day.

They will be working with civic leagues and the PTAs to generate funds for it. Bobby says, thanks to Chuck Applebach of the CVB, they took advantage of a program where the State will offer matching marketing funds if you meet certain criteria. Beach Events requesting the \$10K grant with strategic partners that included CVB, the VBHA, and the Oceanfront Inn. They were encouraged by the State to ask for more. Bobby has not seen a grass-roots energy effort for this Seaside Village since that for the Holiday Lights.

Public Comment

None

Other Business

Billy Almond announces Tom Brown's retirement from RAC.

The Nominating Committee met Monday at Rockafellers and have twisted Billy's arm to maintain the Chair and Kristina Chastain to maintain the Vice-Chair for RAC. He calls for additional names to submit for Chair and Vice-Chair. Hearing no names, Preston puts those two names out for the vote, and the Commission votes unanimously to re-elect Billy Almond as Chair and Kristina Chastain as Vice-Chair for the next term. Billy Almond, as current RAC Chair, abstains.

Meeting adjourned at 4:18pm.

In Reply Refer to 0056469

November 5, 2015

Mr. Mike Eason
Resort Management Office
2101 Parks Avenue, Suite 302
Virginia Beach, Virginia 23451

Re: Abstention Pursuant to Conflict of Interests Act § 2.2-3115(F)

Dear Mr. Eason:

Pursuant to the State and Local Government Conflict of Interests Act ("the Act"), I make the following declaration:

1. I am executing this written disclosure regarding the Hillier Fitness Park project. I am making this disclosure as a member of the Resort Advisory Commission and the following RAC subcommittees: Planning and Design Review Committee; Resort Investment Committee; and the Oceanfront Strategic Growth Area Committee.
2. I have a personal interest in WPL, which is located at 242 Mustang Trail, Suite 8 in Virginia Beach. WPL will provide land surveying and landscape architectural services with respect to the project.
3. I have chosen to abstain from voting on this matter. I respectfully request that your staff record this declaration in the official records of the RAC as well as the records of any of the above-referenced RAC subcommittees, from this date forward, whenever the matter is discussed during any meeting of any of those public bodies.

Thank you for your assistance and cooperation in this matter.

Sincerely,



William "Billy" D. Almond, FASLA
Commission Member

WA/RRI