



Resort Advisory Commission
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RESORT ADVISORY COMMISSION
MINUTES

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

COMMISSION MEMBERS PRESENT

Billy Almond
Kristina Chastain
Jim Davis
Bobby Melatti
BJ Baumann
Craig Roback
Sam Reid
Randy Thompson
Bill Gambrell
Preston Midgett
Gerrie West
Michael Cloud-Butler
Sylvia Strickland
John Hawa
Joe DaBiero

COMMISSION MEMBERS ABSENT

Bryan Cuffee
Nancy Creech
Laura Habr
Tom Brown

OTHERS PRESENT

Matt McInerney, VBPD
John Uhrin, Council
Bill Reed, BEACON
Stacey Parker, The Pilot
Mike Eason, SGA/Resort Mgmt.
Rob Fries, SGA Parking 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 November 5, 2015 meeting as written.

Virginia Beach Arts 2030 – Emily Labows
[Virginia Beach Arts Plan 2030](#)

Emily Labows, Director of the Virginia Beach Cultural Affairs Office, provides an update on the Resort Cultural Plan, which includes the ViBe District. She says that the city has never had a strategic plan for arts and culture, and she is excited about their process. Other large cities, like Arlington and Raleigh, are doing the same thing.

They started the Virginia Beach Arts Plan 2030 project 16 months ago, in September 2014, and City Council has it on their agenda for adoption next Tuesday.

Points to note about the plan:

- There is no money affiliated with it. It is all via recommendation, and she invites us to review the plan on their Virginia Beach Arts Plan 2030 link.

- It is a call to action more for the nonprofit sector, civic leaders, the community, and private sector businesses instead of the city government.

Guiding Principles:

- Are about how the Arts can tie into community projects.
- There are nine strategies / principles for developing and implementing the plan and center around how the arts can tie into what the city is doing as a whole. Some are multi-phased, with the continued development of the ViBe falling into Goal 2: Strengthen & Establish Different and Distinctive Cultural Districts.

Emily review the strategies and the current priority (low-medium-high) for each strategy. They range from establishing and building diverse community projects, to programs to assist artists and organizations with little cash, and the potential roles of the City, the cultural affairs office and the arts community. There is also consideration of the future for Town Center and the expansion of the Sandler Center, all while promoting Virginia Beach as a whole as a cultural and creative community.

The goal for January 2016 and beyond is Implementation, which would include further prioritizing the strategies and making adjustments according to an evaluation and feedback process.

QUESTIONS

Jim Davis asks Emily how she defines “public art” and she replies that it should be “free and open to the public, enjoyable at any time of the day”. It includes murals, and she references existing examples of public art at the oceanfront and at Town Center. She mentions the Lin Emery sculptures around the city, the and the Light Garden that used to be at the Pavilion (now at Princess Anne Commons Gateway Park) as some of the public art that has come from an Arts Ordinance where a percentage of the CIP goes toward incorporating artwork into a project. She says that public art does not have to be large and expensive; it can be small, temporary and interactive.

Committee Reports

Transportation, Parking, Pedestrian Committee (TPPC)

Preston Midgett starts with SGA Parking Manager Rob Fries’ update for 2015 and where they are headed. He turns the floor over to Rob for a brief presentation.

Rob provides an overview of customer parking preferences and demands. Curbside meter parking makes up about 40% of their metered space parking. The seasonal average cost spent per meter was \$3.21 with 1.5 hours being the average (and desirable) length of stay. Credit cards made up 70% of the revenue. They are trying to enhance the pay by plate/phone and they are trying to bring the Norfolk parking program to the beach. It involves a different company that works more closely with restaurateurs and their patrons.

Rob wants to increase the customer service initiative, even though 93% of their tickets issued were valid. Approximately one ticket per hour is written, on average, with most of the tickets issued to Virginia residents, versus out-of-town tourists.

Rob reviews the 2015 Accomplishments, which included starting a new management contract with Republic Parking, trying out the License Plate Recognition (LPR) program (LPR), working with Pay-By-Plate meters in one parking location, and trying a successful pilot program with day- and week-long passes at Sandbridge. They continued way finding, and increased customer service training with Republic's bonus program. They also purchased new professional-looking hybrid vehicles for the parking ambassadors.

John Uhrin congratulates the city and thanks his Councilmembers for their unanimous support for the 25th Street Garage.

Looking ahead to 2016, the focus will be on the Residential Parking Permit Program (RPPP), increasing the use of the LPR program, getting the parking access revenue control systems replaced in the garages, and obtaining a professional parking program accreditation for the city.

QUESTIONS

Bill Gambrell asks Rob when they will start tracking the \$25/month employee parking passes, and Rob replies that they will start in January 2016.

BJ Baumann asks the cost involved with all of the programs and technology being compliant and Rob says that purchasing the card reader is the major cost. They are replacing the mechanism in the meter into which you slide the credit card. To replace all meters costs about \$13,000.

John Hawa says that the merchant services paying for the card will most likely pay for that, as was the way with their system. Rob replies that they have to be specifically designed. Mike Eason adds that one of the things they are facing is the time it takes to interface makes it already out of date. They need to focus on three things: (1) finding what the latest thing is coming up, like LPR, (2) what software is coming up that will allow you to make your recovery, and (3) what company is going to be in business long enough to cover your costs. Due to technology changing so rapidly, the new multi-space meters are already requiring some parts changes. Rob adds that the API (the application program integration) creates an open architecture where you are not always bound to a specific provider.

Kristina Chastain asks about the two truck companies and whether the city does business with them and Rob replies that the relationship with towing from city lots and spaces is with the police department. Matt McInerney says that the police department has experienced positive relationships with their tow truck companies; however, they do not have control over private businesses and their related tow truck companies.

Planning and Design Review (PDR)

Billy Almond reports that they met Tuesday, and reviewed a new outdoor café and façade improvements for Murphy's Irish Pub which was approved.

They also discussed their 2016 priorities for the upcoming strategic planning session.

Oceanfront Enhancement Committee (OEC)

Jim Davis reports that they have a Sense of Arrival task force looking at silks for the VDOT poles that are available. They are also looking at how to advertise the donation meters on the boardwalk.

Resort Investment Committee (RIC)

Billy Almond reports that they did meet yesterday and discussed a wide range of topics but centered around the 2016 schedule for the RAC and subcommittees and the strategic planning session on January 7, 2016. They agreed that each RAC commissioner would get five dots to be placed on the top five priorities the commissioners believe to be most important.

They also discussed the scheduled speakers for RAC in 2016.

They discussed opening RAC to the community, to residents in and around the resort jurisdiction to see if there is anyone there that could attend the subcommittee meetings to see if they would like to be involved.

Oceanfront Strategic Growth Area Committee (OSGAC)

OSGA did not meet.

G.R.E.E.N. Committee

Billy Almond reports that Laura Habr is out, but reports that they are still working on the resort storm drain marker project.

Economic Development

Bryan Cuffee not available for report.

Staff Report

Mike Eason reports that they had an update on the Hillier project. Since the presentation from Luke Hillier, staff has been adjusting the proposal based on responses they have received. They are finalizing the MOU concerning restrooms, operating hours, location of equipment, ADA accessibility and are coming back to Council with a recommendation the first part of January 2016.

There is a new twist to Holiday Lights, and Bobby Melatti describes the Christmas Village. He thanks the Vakos family, PHR and all others involved for their support. The first weekend brought in over 4,000 people.

Public Comment

None

Other Business

None

Meeting adjourned at 4:19p.m.