



Resort Advisory Commission
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RESORT ADVISORY COMMISSION
MINUTES

DATE: January 7, 2016
TIME: 3:00 pm
PLACE: Virginia Beach Convention Center, Room 4CD

COMMISSION MEMBERS PRESENT

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

COMMISSION MEMBERS ABSENT

Jim Davis
BJ Baumann

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 December 3, 2015 meeting as written.

Billy Almond announces the Strategic Plan for the meeting and allows each subcommittee chair to speak about their priorities for 2016, which the full Commission will help prioritize. Billy introduces Bob Trahan as Facilitator.

G.R.E.E.N. – Mike Eason spoke for G.R.E.E.N.; Laura Haber not available.

- Beachy Clean Program – Mike says that last year the program included placing stickers on the trash cans on the beach to encourage people to use them. They had some of the J-1 students apply those, and reports showed that the recycling numbers went up. They believe the Beachy Clean program is thought to have influenced that and want to continue and expand the program into 2016.

- Offshore drilling – the goal is to keep abreast of the issues happening offshore.

Each allows a little interpretation as to what the economic and environmental issues would be. The goal would be to bring in speakers and state officials to keep up on the subject, as it is a nationwide issue and it could have long-term impacts for Virginia Beach.

- G.R.E.E.N. projects - include encouraging more restaurants and hotel to participate in VA Green programs, and continue pilot programs for cigarette butt receptacles and other green-related events. The “projects” involve many more projects than what are mentioned here.

Transportation, Parking, Pedestrian Committee – Preston Midgett

- Dome Site Traffic & Parking Plan – Preston says that they want to be involved in the plan for traffic flowing to and from the dome site.
- Arena Traffic Plan & Performance Reviews – they want to be involved in monitoring the success of the traffic plan. If the arena is going to be successful, the traffic has to flow.
- Revise & Review the Commercial Parking Lot Ordinance – they want to make sure that action items developed in the Resort Parking Committee are carried out to completion. RPP items and automation for passes for business employees parking in the neighborhoods, etc.
- Review the Special Events Construction Traffic Plans – that looks at what CVB and Mike’s office is doing with races, and events. They want to make sure that they are having the street closures the best way they can.

Oceanfront Enhancement Committee – Sam Reid speaks for Chair Jim Davis

- Sense of Arrival – a project that they have been working on for years, it will remain a top priority. People are aware of the importance that having a sense of arrival is to a community, or city. Right now they share this goal with the PDRC and also somewhat with the TPPC, as there is a lot of input needed for a project of this magnitude. They did do the banners and there are more items in the short-term.
- The Block – they have been working with Harry McBrien on this. They are trying to improve the area at 21st Street and it is gaining momentum.
- Reducing the impacts of homelessness at the oceanfront – they have had several briefings on this situation. They have involved the Pinkies, and the Homeless Resource Center is underway at Witchduck.

Planning & Design Review Committee – Billy Almond

- Continue to implement and update the Resort Master Plan (RMP) by supporting the ORD/FBC – Billy says that this item is an ongoing process due to the nature of their committee and the projects they receive for review that are being designed under the new code and ordinances. They are lucky enough to have enough city staff on their committee who have helped them advance the general purpose of the master plan.
- Enhance Aesthetics of Publicly-owned Streets and Corridors + added Public Art during discussion - the big thing for them is public space and enhancing the aesthetics of that.
- Encourage Private developments and Existing & New developments – here they ask what they can do as a committee to promote development or offer developers the opportunity to ask them for advice from volunteer licensed design professionals who can help them and point them in the right direction to ease the review process with the city.

- The PDRC Review Process – this is ever-evolving, and they have made great strides over the years where commercial, institutional or large-scale residential site plans that go to DSC also have a copy go to Resort Management and ultimately to PDRC for review. They are recommended as an advisory body.

QUESTIONS:

Bobby Melatti asks, on items two and three, how to encourage private and public art – as he talks about enhancing life for the average citizen.

Billy comments that it is referenced in the FBC and ORD and Emily's streetscape improvements.

Bob Trahan writes in Public Art to Item #2.

Oceanfront Strategic Growth Area Committee – Kristina Chastain

Kristina says that because they are a relatively new committee, and they are still prioritizing their most important items, but their mission is to understand and advocate growth and further enhancements through redevelopment of Central Beach (includes ViBe), Laskin Road Gateway and the Marina District (includes Rudee Inlet).

Resort Investment Committee – Billy Almond reviews the priorities.

- Information-Sharing with Councilmembers on resort area activities and events – it is one of the biggest things they want to do this year is to extend an invitation to Members to get a better understanding of what we do in the Resort.
- Monitoring the TIP Fund
- Information-Sharing with other City Entities
- RAC speakers for 2016

QUESTIONS:

Craig Roback asks what the significance of the dots are, and Billy summarizes that it would be an indicator as to what should be important to that subcommittee, and Mike says that it helps align staff efforts with on topics the RAC and subcommittees focus.

Laura Habr comments on G.R.E.E.N.:

Beachy Clean is a successful project. More outreach is needed to businesses, and a website has been developed. It ties in with all the other programs the city is doing that are green. For their Green Projects, they currently have a student competition on water quality issues, and there will be more to come on that.

Bob summarizes the voting procedure, with members putting one each of their five dots by their top priorities. He says that this is strategic planning, thinking about the future. He says to choose whether we should be focusing on them because they are timely and relevant, or because they enhance the entire area. Receiving a dot does not lessen importance, rather shines a light on what the committees should focus, based on RAC's opinion.

Mike says that there are some items that they can get done through Resort Management with little outside assistance. There are other items, like arena-related issues, that require the assistance of several departments.

Billy adds that he is putting dots up for BJ Baumann by proxy. She could not attend the meeting today.

The Commission will distribute the information out to the chairs at their next meetings, who will then report to their volunteers.

The summary of the Top 5 Priorities was as follows:

- PDRC (Planning & Design Review Committee)

Enhance Aesthetics of Publicly-owned Streets and Corridors + Add Public Art (10 votes)

- OEC (Oceanfront Enhancement Committee)

Sense of Arrival (9 votes)

- G.R.E.E.N.

Supply Information and Provide Education on Offshore Drilling and Wind Energy to local and state officials (8 votes)

- TPPC (Transportation, Parking, Pedestrian Committee)

Arena traffic plan and performance review (8 votes)

- OSGAC (Oceanfront Strategic Growth Area Committee)

To understand and advocate growth and further enhancements through redevelopment of Central Beach, Laskin Gateway and the Marina District (7 votes)

Committee Reports

Transportation, Parking, Pedestrian Committee (TPPC)

Preston Midgett reports that the TPPC did not meet.

Planning and Design Review (PDRC)

Billy Almond reports that they had three presentations.

One was for Old Beach Village, and they made some recommendations and were asked to return the next month.

The second presentation was for The Block, and Billy Baldwin is trying to get support to enhance the aesthetics of the 21st Street Block area. Billy Baldwin is a tenant and has been working on this for a year. He hopes to have something done by the start of the season. It involves some simple improvements such as window replacements, painting, new signage as well as dealing with encroachment issues involving enclosing some electrical pipes in an effort to make them look better.

Kristina Chastain asks if they discussed interior improvements, and Billy says that Chemistry is rather plush on the inside, but it is the outside that they are trying to change.

The representatives for the third presentation, Nautilus Restaurant on 32nd Street, involves a patio addition, and will come back next month with changes based on recommendations.

Oceanfront Enhancement Committee (OEC)

Sam Reid reports for Jim Davis, and they discussed strategic planning, getting the donation meter program back into the limelight.

Resort Investment Committee (RIC)

Billy Almond reports that the big thing that they talked about at their last meeting was outreach to Council members on how the resort area functions. They talked about putting a presentation together on how they operate at the resort to give an idea on what the area looks like during the season.

Oceanfront Strategic Growth Area Committee (OSGAC)

Kristina Chastain reports that although the OSGAC focuses on three main areas at the resort, the Laskin Gateway was the main discussion at their last meeting. They want to talk to some of the private property owners across from Oceans 31 to see what their perspective for the area's potential.

G.R.E.E.N. Committee

Laura Habr reports that they discussed their priorities. She was pleased to hear that RAC elected offshore energy as a priority for 2016.

Economic Development

None

Staff Report

Mike Eason reports that the Holiday Lights wrapped up. The verdict not in on Santa's Village yet, but was successful for its first year.

Bobby Melatti says that more money came through than the year before, or in seven or eight years. The difference he wondered was the weather being nice, and/or adding Santa's Seaside Village on 30th Street. Bobby wants to make a presentation to the RAC in the near future for what's to come, where are we going, etc. and Mike has tasked them with doing an assessment on the lights, financing, etc. for the next four years.

Kristina asks if they have a pedestrian version of the Holiday Lights and Bobby replies that they do, but that requires law enforcement assistance to direct them toward the bike lane and keep them off the boardwalk.

The J&A running race was successful.

Mike says that the next step for this is to figure our course for the next three years, as we need to be cautious with our financing.

Mike comments on the spreadsheet database that Jamie Files in his department has worked on for the last year and a half, and he thinks it will be ready soon. It will manage special events in the way they are approved through city services. It is amazing to see a flowchart of how many people are involved in putting on 600-700 events in a year's time.

Sam Reid asks for a briefing on the flowchart to show how it works. Mike says that it has many moving parts. There are 10 to 12 agencies that respond to the service inquiries and when the costs associated with those services. Mike can provide to RAC a 10-15 minute overview. Matt McInerney comments that the second precinct alone reviewed over 300 events.

Billy suggests March for Bobby and Mike, and they will check their schedules.

Sylvia Strickland asks about Frank Wagner giving a presentation and Billy suggests May.

Public Comment

None

Other Business

Joe DaBiero comments on well-run Christmas race and gives thanks to law enforcement during increased visits due to the warm weather.

Meeting adjourned at 4:08p.m.