



Resort Advisory Commission  
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RESORT ADVISORY COMMISSION  
MINUTES

**DATE:** July 6, 2017  
**TIME:** 3:00 pm  
**PLACE:** Virginia Beach Convention Center, Room 4AB

**COMMISSION MEMBERS PRESENT**

Kristina Chastain  
BJ Baumann  
Billy Almond  
Sam Reid  
Sylvia Strickland  
Bill Gambrell  
Preston Midgett  
Tyler Brown  
Russell Lyons  
Bobby Melatti  
John Hawa  
Bryan Cuffee  
Michael Cloud-Butler

**COMMISSION MEMBERS ABSENT**

Laura Habr  
Nancy Creech  
Randy Thompson

Gerrie West  
Craig Roback

**OTHERS PRESENT**

Bobby Levin, Strategic Art Solutions  
John Uhrin, Council  
Stacey Parker, The Pilot  
Kathy Warren, SGA  
Brad Van Dommelen, CVB  
Teresa Diaz, CVB  
Capt. Mike Ronan, VBLE  
Officer Matt McInerney, VBLE  
Kristine Gay, Planning  
Ed Denton, Coastline Commercial  
Mike Eason, CVB/Resort Mgmt.  
Robin Hart, CVB/Recorder

Chair Kristina Chastain called the meeting to order at 3:00p.m.

**Motion carried unanimously to approve the minutes from the June 1, 2017 meeting as written.**

Strategic Art Solutions Proposals – Bobby Levin

Bobby Levin proposes an annual mural festival for the ViBe District, called “The District Walls”. He shows the work of some well-known street artists and the backs of some local buildings where their work might be shown. The festival would be a two-week festival, anchored by three internationally ranked artists in the first week, and in the second week, 10 local artists would be unleashed in the area to do local murals. Three years into it would generate 39 murals, enough to make the area a destination. Richmond has become a hotbed for mural projects and the city is benefitting from it. Virginia Beach could easily do the same.

The objective of today's meeting is to reintroduce the project, and see if we can get some sort of feel for whether it would be a good idea for this District, which we have designated as an arts district.

Another proposed project, which Bobby has called "Face the Artist", is part of a worldwide movement called The Inside Out Project, which was created by the artist, J.R. He was most recently recognized for superimposing posters of 16<sup>th</sup> Century artists over the glass pyramid in front of the Louvre. The project is a series of portraits over a very distinct signature background. He shows the Commission a black and white graphic design that he is suggesting serve as the backdrop for local artists' faces. It will celebrate the diversity of the arts to include graphic arts, culinary, performance visual, etc. There are approximately 150 installations in 140 countries all over the world.

He welcomes comments, questions and suggestions. He is presenting ideas that he finds and thinks might make Virginia Beach a better city.

## QUESTIONS

Kristina says that they have talked a lot about a big event. She thinks that this could be something similar.

John Uhrin asks if Bobby has reached out to the Virginia Arts Festival. They would have the infrastructure to help promote it and lend it a lot of credibility. Bobby Melatti agrees. The Virginia Arts Festival operates throughout seasons. They hold regional events but the cities help support the events.

Bobby says that we could do an installation that would celebrate all the tourists. You could even use the end of the VBCC as a display area.

Costs for the Inside Out Project are \$20 per poster. Bobby would have two faculty volunteers from The Art Institute, with two of their top photographer students upload portraits of the artists to the Inside Out Project website, who then prints them and sends them back to Bobby Levin, who would be the registered contact for the project. Total cost to execute would be \$15K.

It is a sustainable project, as the life of the posters would depend on how much they are exposed to the elements. Worst-case scenario, they can be powerwashed of debris.

For the Face the Artist project, artists are selected on an inquiry basis so far and 15 artists are interested. Bobby has not met with Emily Labows to put the idea out to the artist community yet.

For the mural, a call-out to artists would go out, and submitted to the Public Art Committee (part of the Arts & Humanities Commission). He had some walls on Pacific Avenue in mind when the project was originally called The Pacific Walls, but circumstances have changed and he would start the process over again.

## **Warrior Week** – John Uhrin

John shows the Commission a video of Warrior Week and adds that they will have Ira Agricola come in to tell them about the contribution from Patriotic Fest and the chalet catered by the USO. Another thing to note is that the event is good for healing relationships within their families.

Mike Eason adds that Julie Hill and her team did a great job on the video, and he pointed out that the Danish group that was here has invited the USO to Denmark to help them start a Warrior Week program and there will be two more Wounded Warrior Week events, one in Tennessee and one in Texas. The event is gaining traction and people want it in their town.

The video has since been posted on the City of Virginia Beach Facebook link: <https://www.facebook.com/CityofVaBeach/> .

## **Committee Reports**

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

Preston Midgett reports that the TPPC did not meet.

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

Billy Almond reports that the committee met and discussed multiple initiatives coming from the ViBe District and MOCA. Ideas for the ViBe sign program for the ViBe District, a concept for a public art installation and a call to artists to paint underneath the Rudee Bridge were presented to the committee and they were very excited to hear about those projects.

Billy reviews the project Doughboy's presented last fall, and believes that here was a misunderstanding about the types of materials that can be used in the public right-of-way for an outdoor café. The "roofs" or covers, are allowed to be canvas, with a lightweight construction that is removable and can easily be taken down, and this project on 24<sup>th</sup> Street and Atlantic has a seamless steel metal roof with larger columns in the public right-of-way. They came back to discuss this and it will involve looking at the café guidelines again to determine whether that type of construction would be permissible in the future. About 15 years ago, they had a similar issue where the contractor went overboard with permanent construction and that had to be taken down. They advised the owner that they would review it but they think that the City Attorney's office will need to look at this because at some point in time this becomes an encroachment in the public right-of-way and not necessarily part of the open-air café guidelines. Right now it is not allowed in the guidelines. The PDRC did not feel it was their responsibility to direct them to take the structure down in the middle of the summer, but their goal is to take it back to the City Attorney to find out whether this was a possibility that this could happen under the guidelines or they would have to get an encroachment.

Other business discussed included the 19<sup>th</sup> Street design, the proposed Megabus trash can and benches installation, and the new Hyatt café, Ocean27.

They circled back to something that the committee has been concerned about for a while, and that is the sandwich boards on Atlantic Avenue, which has grown into other possible undesirable things on Atlantic Avenue.

Mike reviews merchandise and signage on Atlantic Avenue.

Billy says that the boards are supposed to be no further than 3 feet away from the door. We now have everything in the public street, including merchandise. In most cases, the building faces are the right-of-way. It is collapsing the space to walk, cluttering things up and they want to make it known to city leadership that this is happening and we need to make some kind of sweep to advise merchants and retailers to comply. PDRC is recommending to the Commission to support a draft letter to Council to get some type of enforcement down there, as it is the summer season and it will be over quickly. They do not want to wait until the Spring of 2018.

Billy reads the letter, which is requesting that ordinance Section 33-3 on the books be enforced.

Kristina asked what originally allowed the sandwich boards, and Billy replies that the sandwich boards were brought to PDRC a few years ago with the idea that they would be a little wooden chalkboard that would sit outside with specials of the day on there and the information would change as needed. That has morphed into Coca-Cola sponsorships and fixed signage made out of fiberglass or acrylic. Once the sandwich boards go out, it seems that the merchandise goes out with them.

Russell Lyons notes the differences between the east and west sides of Atlantic Avenue as far as signage and window advertising.

Billy does not know what jurisdiction the city has over what can be placed in the windows, and Mike Eason replies that Kevin Hershberger does not have any enforcement over what is inside the store. What is of concern is what is being advertised on the street for hookahs, henna tattoo options and throwing knives, etc. in the public right-of-way. Requests of owners to remove something seemingly offensive in the storefront have been granted, in general.

Preston Midgett makes the motion that we direct city staff enforce the city ordinance 33-3 as soon as possible.

Discussion included Russell asking about the possibility of having to purchase the sandwich boards from one vendor so the look is the same. Billy clarifies that the big thing was the sponsorship affiliated with the boards. Council changed the ordinance to disallow the sponsorships. Kristina confirms that they are not requesting changes to the sandwich boards themselves, but placement of items in the right-of-way, including merchandise. Kristine Gay says that the ordinance regarding the sandwich boards says that if the board is not on their property, then they are not allowed. Although there are a few exceptions, most of the building facades are on the zero lot line, so this issue then becomes one of enforcement.

Mike adds that part of the request will be to free up resources to support the enforcement office.

Billy reads the proposed letter to Council. John Hawa confirms that the sandwich boards and merchandise are to be within the tenant's property line.

**Motion carried to approve the motion that we direct city staff enforce the city ordinance 33-3 as soon as possible and send the letter from the RAC to City Council.**

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

Sam Reid reports that the OEC did not meet.

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

Kristina Chastain reports that they discussed the speaker meeting schedule as well as the joint group between the Human Rights Commission and the RAC. They will be reaching out to Jim Davis for the next meeting.

#### **Oceanfront Strategic Growth Area Committee (OEG)**

BJ Baumann reports that the OSGAC did not meet.

#### **G.R.E.E.N. Report**

No report for G.R.E.E.N. committee, as they did not meet.

#### **Staff Report**

Mike Eason reports that NASSC attendance was huge, and the Boardwalk Art Show was a success. He hopes that the Commission was able to attend Sandstock this weekend. They

will then rolled into the July 4 weekend. Each case presented an opportunity for extreme weather and he thanks Capt. Ronan and his staff for their preparedness and work for each event. The crowds were not as large as in previous years as it was during the workweek, and the interstate was not closed down for the fourth's attendance. Now they are gearing up for the ECSC and AMF.

### **Old Business**

Preston Midgett says that they are in the late stages of trying to get the issues with the holiday lights worked out. He asks the status.

Mike replies that they have options now which range from converting all to 12-volt, which appears to be the best situation, but it is a costly investment. Another idea is to run a smaller version where they convert a few displays and test it this year. Right now, they have set some deadlines to senior staff and area awaiting a decision.

John Uhrin asks to have some meetings and report to the Commission.

John Uhrin thanked Bill Gambrell for the announcement about Council adopting the stance to oppose offshore drilling at their meeting on June 20, 2017.

He also tells the Commission that Laura Habr had suggested that he request that Ruth Fraser send a copy of the Ordinance to all of our federal leaders, which is supported by the attachment.

### **New Business**

None

### **Public Comment**

None

Meeting adjourned at 4:20p.m.