



Resort Advisory Commission
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RESORT ADVISORY COMMISSION
 MINUTES

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

COMMISSION MEMBERS PRESENT

Kristina Chastain
 Billy Almond
 Sylvia Strickland
 Bill Gambrell
 Tyler Brown
 Russell Lyons
 Bobby Melatti
 Bryan Cuffee
 Michael Cloud-Butler
 Nancy Creech
 Randy Thompson
 Keith Ireland

COMMISSION MEMBERS ABSENT

John Hawa
 Preston Midgett
 Sam Reid
 BJ Baumann

Laura Habr
 Gerrie West
 Craig Roback

OTHERS PRESENT

John Uhrin, Council
 Stacey Parker, The Pilot
 Kathy Warren, SGA
 Brad Van Dommelen, CVB
 Teresa Diaz, CVB
 Dee Oliver, PDRC
 Diana Burke, VBHA
 Emily Archer, Planning
 Jonathan Sanders, Planning
 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 July 6, 2017 meeting as written.

Kristina introduces newest RAC member, Keith Ireland.

Committee Reports

Transportation, Parking, Pedestrian Committee (TPPC)

Mike Eason reports for the TPPC for Preston Midgett.

They had a presentation from Rob Fries on the Accredited Parking Organization (APO) designation recently received by the City of Virginia Beach. It recognizes best practices in responsible parking management and operations, customer service, professional development, safety, and security. Virginia Beach is the only city in the state to have this accreditation so far. Kathy Warren verified that there was a press release for the award.

The presentation also included information on the City's pay-by-plate program, which allows a driver to move from one paid parking space to another under the same window of payment. Rob wants more advertising for the program so people can see the benefits of the program. Bill Gambrell wanted to find out whether they are able to extend time past the two-hour mark if they are moving from space to space, and you can, via your phone. Kathy Warren notes that they are running ad campaigns on social media and on television promoting that concept.

There was discussion on illegal pop-up parking lots in the resort area. A follow-up meeting with oceanfront operators, zoning and the city attorney's office developed a plan concerning those lots. Letters will be sent to property owners that they know that they are in violation and people will be able to call the non-emergency number. They will further train law enforcement on issuing summonses for these types of violations.

The pilot Bayfront Shuttle is averaging about 100 riders a day and they have learned that the majority are not from the campground, as was the hope. They discussed advertising when they discussed the HRT payment app, and campers being able to purchase a ticket online.

The oceanfront trolleys are in the Top 20 for ridership and they are working well.

They discussed pedestrian crossing safety on Pacific Avenue, and noted a need for discussion on further measures to be taken north of 31st Street. They want to install some large pedestrian crossing symbols in the road in the south end to test their effectiveness on the drivers, but they have not had a discussion about the North End yet. They will discuss that at the next meeting.

Nancy Creech mentions that she has heard that the foot traffic appears to be down on Atlantic Avenue, and Mike agrees that others have brought that to his attention. Brad Van Dommelen has mentioned that it appears that the foot traffic is down during the day. He believes that it might be due to more competition popping up such as the Outlet Mall, Waterside, etc. that are distributing people more around the area.

Also she mentions that at 31st Street Park, which is the park that they use for their concert series for the summer, it was determined that the ground was a little soft. The sodding done earlier in the year looked great and the other two parks look great. She asks that we watch it a little more closely. Mike Eason asks Nancy to speak with him after the meeting, and will call Frank Fentress' office for follow-up.

Planning & Design Review Committee (PDR)

Billy Almond reports that the committee has an update from Ashby Moss on the ORD form-based code (FBC). The code is now five years old and a steering committee formed a year ago is reviewing it for what might need to be changed based on their experience with it so far. They are meeting with various groups for input, and plan to brief the RAC on proposed changes.

They had an application for an outdoor hot dog service cart at the Atlantic Wildfowl Museum/DeWitt Cottage. The PDR gave them some recommendations and advice, and they are going through the approval process. The service would be on private property and fenced in, and the committee felt that it was an appropriate use of the property.

They are having ongoing discussions about the appearance of Atlantic Avenue, and now they have apparel, product, and all types of other items in the right-of-way. A letter went out to the owners and they are awaiting results.

Oceanfront Enhancement Committee (OEC)

Mike Eason reports for Sam Reid.

They had an update from Karen Gratton and The Pinkies' progress. It has been successful over the last three years. They have now been sent to work throughout the entire city and will be hiring a fourth person to assist. The OEC requested that the Pinkies have more emphasis back at the oceanfront in the resort season. They are noticing less homeless activity, and a downward trend overall. Their focus is on housing and getting the homeless document-ready.

John Uhrin did not recognize until they really got into it was the importance of the relationships that are made and nurtured.

The Witchduck Housing Resource Center is scheduled to open June 2018.

Resort Investment Committee (RIC)

Billy Almond reports that they discussed the speaker meeting schedule and the rest of the meeting was spent discussing of Holiday Lights and their moving forward. There is an upcoming meeting to discuss ideas and thoughts.

Oceanfront Strategic Growth Area Committee (OEC)

Billy Almond reports for BJ Baumann in that they continue to talk to individuals in the resort as to the overall look and feel of the resort. They invited Deputy City Manager Ron Williams and City Attorney Mark Stiles for their thoughts on opportunities on what can happen in specific areas in comparison to other areas.

G.R.E.E.N. Report

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

Kristina asks Sylvia Strickland to update the RAC on the Human Rights Commission's ongoing oceanfront committee in addressing Beach Weekend, plus other matters. They last met on June 13 and the consensus then was to embrace the Beach Weekend event. Some suggested having a joint committee to involve more stakeholders for different perspectives. There is a meeting on September 8, and RAC members may attend.

Staff Report

Mike Eason and John Uhrin report that they are looking for some creative ways to continue to support the Holiday Lights. John is happy to hear that the public is supportive of continuing the program, but he wants to look at some technologies that are not going to be so subjected to the weather.

Old Business

None

New Business

John Uhrin introduces Dee Oliver, who will be attending the RAC meetings when possible to have input from the planning commission.

Public Comment

None

Meeting adjourned at 3:40p.m.