



Resort Advisory Commission  
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Virginia Beach, VA 23451  
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## RESORT ADVISORY COMMISSION MINUTES

**DATE:** October 5, 2017  
**TIME:** 3:00 pm  
**PLACE:** Virginia Beach Convention Center, Room 4AB

### COMMISSION MEMBERS PRESENT

Billy Almond  
Bill Gambrell  
Russell Lyons  
Bobby Melatti  
Bryan Cuffee  
Preston Midgett  
BJ Baumann  
Laura Habr  
Randy Thompson  
Nancy Creech  
Sylvia Strickland  
Michael Cloud-Butler  
Tyler Brown  
John Hawa  
Gerrie West  
Craig Roback

### COMMISSION MEMBERS ABSENT

Kristina Chastain  
Keith Ireland

Sam Reid

### OTHERS PRESENT

Offr. Matt McInerney, VBLE  
Capt. Mike Ronan, VBLE  
John Uhrin, Council  
Ashby Moss, Planning  
Nancy Perry, VBISOP/InterExchange  
Emily Archer, Planning  
Kristine Gay, Planning  
Bob Gey, Public Works  
Bernice Pope, VB Citizen  
Terri Booth, VB Citizen  
Tara Reel, CVB  
Teresa Diaz, CVB  
Stacey Parker, The Pilot  
Mike Eason, CVB/Resort Mgmt.  
Robin Hart, CVB/Recorder

Vice-Chair BJ Baumann called the meeting to order at 3:00p.m.

**Motion carried unanimously to approve the minutes from the September 7, 2017 meeting as written.**

### **Form Based Code Changes Update** – Ashby Moss

Ashby provides background on the Form-Based Code, adopted in 2012. They noted improvements that they needed to make along the way as projects tested the code.

The FBC removed density caps, but controlled density through massing, limitations, form and placement requirements. It allowed for a redistribution of the density, an important agreement to reach with the Navy, so they were not increasing the maximum number of possible residential or hotel units that could be built at complete build out.

There were a little over 1300 hotel and residential units built under the original FBC, and under the revision, the biggest benefactor appears to be the area west of Pacific Avenue, as well as the potential for smaller properties.

The revisions fall into three areas: reorganization, clarifications and corrections, and a few policy changes. The webpage, [www.vbgov.com/ordfbc](http://www.vbgov.com/ordfbc) has all information regarding the changes.

**Update on J1 Exchange (Americans for Cultural Exchange) Visitor Program** – Nancy Perry

Nancy Perry works with InterExchange, and is the Chair of the International Student Outreach Program. Nancy informed the RAC about the status of the InterExchange's J1 (International Student Exchange) Program, which works with students who come to the United States in the summer for a cultural exchange program and assist the workforce.

As reported by the WSJ on August 27, the J-1 visa program could be eliminated by the current White House administration, which would include the J1 Summer Work Travel Program.

She updated the Commission on where they are with having access to the J-1 students in the future, since Virginia Beach relies on their workforce for support in the typically busy resort summer season.

Members of the House and Senate have signed letters of support for the program and the Senate Appropriations Committee has passed an amendment requiring proper steps for review before any action can be taken.

Nancy urges getting involved now to reduce the chance of the programs being interrupted or discontinued. She asks the Commission and its members who are familiar with and/or participate in the program to voice their support by writing letters, contacting representatives, and joining the advocacy movement at the Americans for Cultural Exchange [website](#).

## DISCUSSION

Russell Lyons says that the VBHA did make a motion to support the program, as it is vital to their business. He makes a motion for the RAC to write a letter to Council expressing their support for the J-1 travel program, and asking Council to issue a similar statement of support on behalf of the City; also have the RAC forward that letter to Council to the appropriate federal, state and local representatives. Seconded.

Bill Gambrell says that the VBRA has already sent a letter of support and received acknowledgement of receipt.

Randy Thompson says that the VRLTA has come out in support of the program, and he hopes the City will as well.

Taking a vote, all were in favor, with one abstention from Sylvia Strickland, due to her involvement with the Human Rights Commission, who is also discussing the issue. **The motion was carried to write a letter to Council expressing the RAC's support for the continuation of the Americans For Cultural Exchange J-1 Summer Work Travel Program, and request that City Council take a similar stand and forward letters to the appropriate representatives.**

Russell Lyons asks to send a list of who should receive the letters, and Nancy replied that letters should be sent to out federal legislators, and any interested parties may register their support on the Americans For Cultural Exchange website, which is monitored by the Cultural Alliance, who is pushing the national effort.

## **Committee Reports**

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

Preston Midgett updated the Commission on the Public Works North End Project, telling them that there are plans for a demonstration project between 33<sup>rd</sup> and 34<sup>th</sup> Streets. They would eliminate six parking spaces on the west side of Pacific Avenue and widen the median to eight feet, with trees and lighting, so pedestrians will be able to cross half the street at a time.

**After discussion, a motion was carried unanimously to forward a letter to City Council in support of the North End demonstration project.**

Preston also updated the Commission on HRT business, including the new Bayfront Shuttle that starts on Pacific Avenue and runs down Shore Drive, stops at the campground, goes to Chic's, and returns. They would like to continue it for next year and there is talk of continuing it as far as Little Creek. There will be more effort put into marketing the route.

The app is in progress and they are selecting the vendor, wherein a rider will be able to purchase tickets using their cell phone. They are hoping for that next year.

Preston Midgett refers to the TPPC letter, introduced at the last RAC meeting, which was sent to Council in opposition to the RPPP Special Exemption Request from Cavalier Shores. Having received a 60-day deferral from Council on September 5, TPPC is waiting on further staff review and report before it goes back to Council on November 7. Preston will keep the Commission updated.

BJ Baumann tells the Commission that they have distributed a draft letter from the RAC to Council for review, and would like RAC to vote to approve it. Billy Almond makes the motion that they approve the letter. Several seconds.

Nancy Creech asks for the motion to be restated, and Russell Lyons says that the motion is to approve the RAC letter to send to City Council opposing the Special Exception Request to the RPP Program. All fourteen Commissioners in favor with one against (Nancy Creech), and one abstention from Bryan Cuffee because of his relationship to the Cavalier Hotel, located at 4200 Atlantic Avenue, Virginia Beach VA 23451. **Motion carried to approve the letter from the RAC to send to City Council opposing the Exception to the RPP Program.**

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

Billy Almond reports that they reviewed and supported the Pacific Avenue improvement project that Preston presented in the TPPC report.

They also heard Emily Archer talk about adding additional banners to the poles around the perimeter of the ViBe District, which they approved.

Lastly, the retail space under Peabody's, which is going to become the Young Veteran's Craft Brewery, with a CUP application in the works, was approved as well.

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

Chair Sam Reid unable to attend today's RAC meeting. No OEC report available.

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

BJ Bauman reviewed the speakers who are either confirmed or under consideration for the upcoming RAC meetings. They have requested that Brad or Tiffany Russell come in for the

November meeting and give them an update on the restructuring, or the reorganization, of the CVB. They may have an update from Ron Williams in December, depending on arena and fieldhouse projects' progress.

They also formed a nominating committee with Preston Midgett as lead. Preston asks all interested parties to see him and they will make a presentation next month.

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

BJ Baumann reported that there is no report for the OSGAC.

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

Laura Habr reports that the G.R.E.E.N. report is not available from last month.

### **Staff Report**

Mike Eason reports that they finished up Neptune Festival, and Nancy Creech provided a brief overview. They had a successful event with more people attending Friday afternoon than normal, enjoying new events that were added this year. She explained that the fireworks are not canceled not by Neptune Festival but by recommendations from either the Coast Guard, Marine Patrol, Fire Department or by the contractor and barge captain overseeing the fireworks. Due to small craft advisories issued from recent storms, the decision was made for safety reasons to not fire for that evening. They had 11 foreign countries represented in their sand sculpting competition and it is still open for viewing through Sunday afternoon. She points out that the contribution from volunteers this year amounted to \$94,000 worth of time. The Festival is intended to be a good time, and they had record turnout.

Mike adds that JT Walk is this weekend and they have 19 other events going on around the city. The USO's "That's My Dress" is coming to Sandler Center on Saturday afternoon. A national event that has come to the area for the first time, Mike was grateful and proud that the Sandler Center stepped up to host this free event to show support and goodwill for military families.

### **Old Business**

None

### **New Business**

Sylvia Strickland announces the joint RAC/HRC meeting being held at the CVB Board Room tomorrow at 3:00pm, and thanks the RAC members who have been able to attend their meetings thus far. Their suggestions are directed to John Uhrin's group for consideration.

### **Public Comment**

None

Meeting adjourned at 4:41p.m.

September 7, 2017

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 Resort Advisory Commission's vote to support a letter written by the TPPC urging City Council to deny the request of the Cavalier Shores neighborhood participation in the RPP program with the stipulation that the restricted parking hours begin at 5:00pm instead of 8:00pm and that there be no employee parking allowed in that particular neighborhood under the program.
2. I have a personal interest in the Cavalier Hotel, which is located at 4200 Atlantic Avenue, Virginia Beach, Virginia.
3. I have chosen to abstain from voting on this matter.

I respectfully request that your staff record this declaration in the committee's official records.

Thank you for your assistance and cooperation in this matter.

Sincerely,



Bryan D. Cuffee  
RAC Member