



Resort Advisory Commission  
2101 Parks Avenue, Suite 302  
Virginia Beach, VA 23451  
(757) 385-4800  
FAX (757) 422-3666

RESORT ADVISORY COMMISSION  
MINUTES

**DATE:** February 1, 2018

**TIME:** 3:00 pm

**PLACE:** Virginia Beach Convention Center, Room 4AB

**COMMISSION MEMBERS PRESENT**

BJ Baumann  
Billy Almond  
Bobby Melatti  
Craig Roback  
John Hawa  
Keith Ireland  
Laura Habr  
Michael Cloud-Butler  
Nancy Creech  
Phil Boyer  
Preston Midgett  
Randy Thompson  
Russell Lyons  
Sam Reid  
Sylvia Strickland  
Tyler Brown

Kristina Chastain  
Ron Villanueva

**OTHERS PRESENT**

DCM Ron Williams  
Dr. Brian Batten, Dewberry  
Mark Johnson, COVB Public Works  
Greg Johnson, COVB Public Works  
Delceno Miles, The Miles Agency  
Capt. Mike Ronan, VBLE  
John Uhrin, Council  
Stacey Parker, The Pilot  
Brad Van Dommelen, CVB  
Teresa Diaz, CVB  
Emily Archer, SGA  
Dee Oliver, PDRC  
Bernice Pope, PDRC  
Mike Eason, CVB/Resort Mgmt.  
Robin Hart, CVB/Recorder

**COMMISSION MEMBERS ABSENT**

Bryan Cuffee  
Gerrie West

BJ Baumann called the meeting to order at 3:00p.m. **Motion carried to approve the January 12, 2018 minutes as written.**

BJ introduces Dr. Brian Batten, a coastal scientist from Dewberry in Richmond. He brings with him Gregory Johnson, a stormwater technical services engineer with the City of Virginia Beach, and Mark Johnson, Public Works Director.

An Overview of Virginia Beach's Approach to address potential impacts from Recurrent Flooding and Sea Level Rise - Dr. Brian Batten

Dr. Batten tells the Commission that they have been working on this issue with the City for a couple of years and today's meeting is part of the stakeholder engagement phase to raise awareness of the study.

Today, smaller storms cause the same amount of flooding that larger storms caused 60 years ago, which results in nuisance flooding. A Flood Density Map dating back to 2007 resulted in City Council approving a 4-year study for FY2015 to take a comprehensive look at sea level rise. They began Phase 1 with Flooding Impacts, Phase 2 involved Adaptation Strategies from planning and policy as well as engineering standpoints, and Phase 3 involves Implementation.

With a grant from NOAA in March 2016, they are working on the third Phase of the study now and the goal is understand what flood risk is and how it is going to change in the future, and use that to build up a number of strategies to reduce that risk. The strategies might come from policy (i.e. flood plain ordinances, design standards, etc.), and from engineering approaches (i.e. flood walls, elevating homes, etc.). They want to have these idea wrapped up in citywide action plans that provide approaches to do it. Public outreach efforts will educate the public and assist them with their own flood risks.

Virginia Beach is an urban city with a lot of stormwater system, with pipes and inlets and outfalls, and they cannot think about sea level rise and think only of coastal flooding. Because the city is such a varied area with agricultural areas and rural marshes, a resort area, and the Lynnhaven watershed, they cannot have one flood plan for the entire city; they need one large plan with maybe four subplans to address each area.

Phase 3 Implementation involves reviewing design and cost, and how to pay for them, and coordination and outreach. They think the final plans will be done for the four watersheds late this fall or the spring of next year.

Mark Johnson says that they are approaching this in a systematic way and want to be able to apply the solutions as they identify projects. They want to protect the city from what they thinks is a 1-foot to 3-foot sea level rise over 50 years. He asks to pass the word around that this is real and it is going to take some work.

Delceno Miles says that they are looking for people to partner with them as ambassadors to spread the word on sea level rise, and they will train them on the message and equip anyone interested with the tools to do so.

#### QUESTIONS / COMMENTS

BJ Baumann asked if they have contacted the civic leagues and Delceno replies that the CCO will have a meeting with them and she has contacted all the civic leagues listed on the vbgov website. ODU has also been a great partner with them. Sam Reid adds that the CCO will have this information in their newsletter.

Preston Midgett asked if the military was going to assist and Mark Johnson replied that they shared their data with Oceana Public Works in an effort to make them more resilient as well. They have also reached out to areas in North Carolina, and Chesapeake and Norfolk.

Delceno Miles says that, in a different project, they are conducting the Joint Land Use study, with the Planning District Commission, and are working with the bases in Virginia Beach and Norfolk on this very issue.

Laura Habr asks what they are doing to help the insurance rates due to increased flooding, and asks how they are addressing the flooding issues across the region.

Dr. Batten replied that they are looking at the penetration of flood insurance within the city and how various factors affect cost and affordability. The city is involved in joining a process a community rating system with FEMA. It is a multi-year process, but it will bring

flood insurance discounts to the public, on possibly both commercial and individual policy levels.

Sylvia Strickland asked how they gathered their information for the Flood Density Map, and floods on one slide and Dr. Batten replied that the data is the number of flood calls from localities.

Greg Johnson explains that the data is based on years of flood calls and past stormwater projects are in the same area. Historically, the map has not changed much since the early 1990's.

John Uhrin stresses the need to put science behind a problem like this, and warns of unintentionally transferring the issue from one home to another. He wants to spend limited resources properly.

### Entertainment District Update – Deputy City Manager Ron Williams

#### *Dome Site (Update since January 12, 2018 RAC meeting)*

They have had about a dozen stakeholder engagements about the project similar to what they had at the last RAC meeting.

They have their first documented compilation from the website. To date, prior to the January 31, 2018 workshop (which had about 180 attendees), they had 1500 responses and 900 comments on the website they had available for public comment. It will take them a couple of weeks to review that, but approx. 78% of the respondents loved and/or liked the project idea that they put before the public, with one of the largest requests being for water bottle stations. They asked a variety of simple and complex questions to get the respondent thinking about the project and add some thoughts in the comments that would help steer the project closest to what the public wants. The website, [www.publicinput.com/domesiteproject](http://www.publicinput.com/domesiteproject) will be up for about two more weeks.

In one or two months, they will respond to comments on that page, saying why they agreed or did not agree with the comments that were made, and which suggestions will be incorporated into the project.

All this input will feed into the feasibility studies that will be conducted over the next 70 to 90 days. Once they finish the studies, and address all the questions raised in the meetings and comments, they will start to put before Council a term sheet for development in the May-June timeframe.

#### *Sports Center*

There are two parallel tracks for this project. A procedural public hearing on February 6 and a vote by Council on February 20 concerning the interim design/build agreement.

One track involves a PPEA requirement for a public hearing 30 days prior to signing an interim agreement for selection of a team. The PPEA hearing will occur on Tuesday, February 6.

The second track involves their recommendation to Council for MEB, Hanbury Clark Nexsen as the design team for the sports center.

On February 20, City Council will review an interim agreement for design/build for the contract, with 30% of the design, in order to produce a guaranteed maximum price. The vote will allow them to determine a price for the construction and schedule.

The final decision on a comprehensive agreement will hopefully be made in the summer.

Part of the work of the interim agreement is to determine the siting of the project. Eastern Sports Management (ESM) is the preferred operator, and that interim agreement will go to City Council in March for review.

There is a need to review the project for an indoor track. The Victus advisors say that it does look doable, and will make the building much larger, so they will be evaluating the pros and cons of that siting – how might it affect both the convention center, and a possible headquarters hotel, and whether there should still be a reservation for an arena.

When the time comes to do the potential design for the comprehensive agreement for the sports center, they would put forth a similar workshop like the one they had for the dome site last month.

BJ Baumann asks if the Victus study for the indoor track has been completed and Ron replied that it was completed last year and posted on the vbgov website. Brad Van Dommelen has approx. 14 new events planned for the facility, which would occur between November and March.

### *19<sup>th</sup> Street*

They are ready to advertise for bids for the 19<sup>th</sup> Street improvements project, although they have run into one item for one block, they may be able to advertise this week. There will be an addendum to make a design modification at the request of property owners. The start date could be as early as May.

### *Pier*

On February 20, there will be a brief to Council on a potential term sheet for the pier development. They are still working through that and it could be as early as March for some consideration for that.

Russell Lyons says that before the arena was eliminated, the VBHA received a sheet that outlined the future use of the TIP Fund. A two-part question: one, an increased tax was predicated on the fact that the arena would be there, and that is why the association voted to increase the tax (the additional dollar). He asks Ron to tell the Commission what the thought is for the future, given that the initial promise was that the tax increase would disappear if the arena did not go through. Secondly, if that is not the plan, what the funding plan is, and how it will all fit together.

Ron Williams advises that there were two pots within the TIP Fund that were associated with the arena: the on-site and the off-site pots. The city manager and deputies have been sitting through budget hearings, looking at what they have before them now that the arena is gone. They are looking for potential redistribution and are considering additional street infrastructure, maybe streetscapes; the sports center is on the table, the dome site is on the table, as well as the pier project. A TIP Fund update from Patti Phillips and Dave Bradley showed significant capacity, and it is a policy discussion that they will put before Council in the spring when the manager introduces his budget, recognizing the additional dollars dedicated towards that. He asks for input from the VBHA, as they are two years into it, and they are not doing anything right now but building up reserves in the TIP Fund. They have received encouragement from the hotel association to extend the other dollar that will sunset this year and are building that into the budget, along with a fraction of a percentage of another item set to sunset this fiscal year.

Laura Habr asked what the start date for 19<sup>th</sup> Street was, since it was delayed from February, but Ron tells her that it depends on the bids. Ron believes that it should be by the end of the summer. Emily Archer tells her that it might start by May at the earliest. The whole 19<sup>th</sup> Street will not be closed; two lanes will always be open.

#### *Other Development: 18<sup>th</sup> & 17<sup>th</sup> Streets*

Ron reports they are awaiting design completion of 18<sup>th</sup> Street, which is about a year behind.

They are looking to see if they have capacity for 17<sup>th</sup> Street, moving sequentially, as they had planned for those three projects.

There were monies that were set aside for the ViBe District, and the idea of the revolving loan fund has evolved into having dedications toward programming and marketing, and place-making projects. A portion of that was agreed to become ViBe District grants for businesses that can go toward façade or internal capital improvements. They will transfer those monies to the Development Authority to manage with a review committee, as they have done with similar grants. Applications will be reviewed and an annual allotment will be distributed on a first-come, first-served basis.

#### **Chairman's Report**

BJ Baumann announces the ongoing Hospitality Expo downstairs and urges members to attend.

The next meeting of the HRC/RAC Joint Oceanfront Committee (JOC) will be at 3:00pm tomorrow in the CVB Board Room. Recommendations will come out for Councilman Uhrin.

The ODU resilience workshop will be February 25, 2018.

Financial Disclosure Statements are due, and for those Commissioners who have not submitted their statements, a reminder has been placed at their table.

The Virginia Beach Sports venue item will appear before Council February 6 and February 20 will be the date on the vote for the interim agreement.

The Virginia Green Travel Conference is March 1 & 2, for which Laura Habr will provide to the Commission.

#### **Committee Reports**

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

BJ Baumann reports that they reviewed the RAC Speakers List for 2018 and the Resort Management Office is trying to coordinate suggested dates for speakers.

They have Patti Phillips scheduled to speak at the next RIC meeting.

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

Preston Midgett reports that the pedicab franchise is coming up for renewal and they decided to rebid it, and include a performance guarantee.

The trolley system ridership was up from last year. They eliminated the Shoppers Express and added the Bayfront Shuttle, which will continue and extended, hopefully starting at the Loop and running almost to Pleasure House Road.

They are also trying to develop an HRT Mobile App to encourage by-choice riders. A potential rider can show confirmation of a purchase online to the driver without having to have prepaid tickets or exact change. It would be a pilot program that, if successful with the

trolleys, HRT would like to expand to the whole system. They also want to be able to see the trolleys in real time, and is scheduled to be implemented by July 1.

The plan for the pilot project concerning pedestrian safety on Pacific Avenue, discussed in December 2017, most likely it will not start until after the season. They want to expand it to 40<sup>th</sup> Street.

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

Billy Almond says that the PDRC had the second and final review for the Taco Bell on 29<sup>th</sup> & Pacific Avenue, and the design was approved after the applicant made the suggested changes from the December 2017 meeting.

The committee then had a lengthy discussion on the nature of allowing drive-thrus on Pacific Avenue for restaurants. They asked Ashby Moss to research various parts of the FBC to continue the discussion. There were concerns about traffic and queuing and Billy expressed the concerns to the traffic engineering department. More to follow.

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

Sam Reid reports that they had the Human Services Peer Recovery Program representatives talk to them about a newly established network to assist in addressing the national opioid epidemic. He would like to have them address the RAC in the future.

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

BJ Baumann reported that the OSGAC did not meet last month.

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

Laura Haber provided a brief overview of the items covered at the last G.R.E.E.N. meeting including Beachy Clean and the Cigarette Butt Litter Prevention Program.

She reviewed a presentation on offshore drilling and the implications for Virginia Beach, in terms of the fishing industry and military operations. She told the Commission that the City of Virginia Beach, along with 144 other localities, had come out with resolutions to oppose offshore drilling in June of 2017, but the City was included in the new offshore drilling plan announced in January 2018. On February 6, 2018 they will have another resolution to reinstate their stance, and they will begin fresh with new letters to the proper administrations. She points out that, although letters have been written asking to move the meetings, the proposed public comment meetings are not being held in coastal cities. Advanced preparation might be needed to attend, and Laura is asking that the public submit new comments and letters, asking for the same exemption from offshore drilling as Florida.

They will have computers at the Virginia Green Travel Conference where interested parties can leave their comments electronically without having to travel, and she urges people to join BAPAC to stay informed.

### **Staff Report**

Mike Eason will send out the link to the dome site survey and fieldhouse information, and asks that members to forward the links to all that should view them.

Also, for anyone having questions about the Financial Disclosure Statements, please call him to get them completed, as they are required by law.

Concerning the opioid epidemic and the efforts that the city is putting in to getting the message to the public, Mike advises inviting law enforcement to the discussion when the presentation is given for the Peer Recovery Program. The police have a substantial network and team devoted to the issue as well.

Concerning upcoming speakers for the RAC, the RIC has challenged the Resort Management Office to put together an informative lineup for the next few months. He advises the RAC members to try to attend as many meetings as possible.

Public Works is closing two lanes on 22<sup>nd</sup> Street headed west, on the way out of the resort area, for stormwater and utility work. It will be under construction for about two months.

Mike asks Russell Lyons to give the RAC an update on the Coastal Virginia Hospitality Expo going on downstairs.

In their second year, Russell says that the VBRA and VBHA are bringing speakers and vendors to talk about tourism and hospitality issues. They have about 120 vendors here this year related to all things tourism and they hope to grow it into a large regional hospitality expo. He asks attendees to provide feedback for next year's event.

### **Old Business**

None

### **New Business**

None

### **Public Comment**

None

Meeting adjourned at 4:31p.m.