



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

RESORT ADVISORY COMMISSION  
MINUTES

**DATE:** July 12, 2018  
**TIME:** 3:00 pm  
**PLACE:** Virginia Beach Convention Center, 2nd Floor

**COMMISSION MEMBERS PRESENT**

Kristina Chastain  
BJ Baumann  
Billy Almond  
Bobby Melatti  
Phil Boyer  
Tyler Brown  
Gerrie West  
John Hawa  
Nancy Creech  
Craig Roback  
Laura Habr  
Randy Thompson

Russell Lyons  
Michael Cloud-Butler  
Sylvia Strickland  
Bryan Cuffee  
Preston Midgett

**OTHERS PRESENT**

Ruth Hill, Admin, Housing Resource Center  
Kate Pittman, ViBe  
Capt. Mike Ronan, VBLE  
Brad Van Dommelen, CVB  
Stacey Parker, The Pilot  
Kathy Warren, SGA  
Emily Archer, SGA  
Diana Burke, VBHA  
Mike Eason, CVB/Resort Mgmt.  
Robin Hart, CVB/Recorder

**COMMISSION MEMBERS ABSENT**

Ron Villanueva  
Keith Ireland  
Sam Reid

Kristina Chastain called the meeting to order at 3:00pm. **Motion carried to approve the minutes from the June 7, 2018 meeting as written.**

**Housing Resource Center Update** – Ruth Hill

Ruth Hill, the Homeless Services/Housing Resource Center Administrator for the City's Housing and Neighborhood Preservation Department (HNP), provided an overview of the (HRC) being built at the corner of Witchduck and Southern Boulevards. The HRC will soon open for staff around August 3 and be fully functional to the public by September 10.

Ruth reviewed the history of the site, starting with site acquisition in 2012 to building dedication in summer 2018.

She reviewed the City's responsibility for facilitating services, selecting service providers and contracting out management of key building processes.

Ruth introduced the various HRC teams: building, homeless services management, operations and services partners. She described how the programs would work in the coordination and assessment process, and what the impact might be for the oceanfront.

In addition to day services, shelter beds and rooms for singles and families, included at the HRC are employment and training plans, assisted by a community financial support plan called VB Home Now.

#### QUESTIONS / COMMENTS

Billy Almond asked where pickup locations for transportation to the HRC would be for those in need of services at the oceanfront, and Ruth Hill replied that they are currently at the JCOC, 19<sup>th</sup> Street HRT bus stop, the stop between the Central Library and the Volunteer Rescue Squad (17<sup>th</sup> Street), and they are reviewing a spot on 24<sup>th</sup> Street.

Ruth advised interested parties to contact her at the HNP about getting workers into their businesses.

On the job training for the hospitality industry was two-fold: the HRC is looking for both employers as well as trainers for people in need of assistance.

Mike Eason provided credit to the RAC for endorsing the Pinkies Program, which was secured through John Uhrin's efforts to obtain funding for the pilot program, and is still in effect today.

#### **ViBe District's Year-round Programming Efforts** – Kate Pittman

Kate Pittman re-introduced the ViBe District to the RAC, providing its history of development and its participants.

She reviewed the current public art projects (some of which are temporary) such as the fence murals, the creative crosswalks, sidewalk art, the Virginia Beach bird house installation and the ViBe's mural festival.

Kate went on to review other initiatives such as the artist-designed Love Sign, scheduled events in the ViBe parks, centered on building community and fitting in with the city, connecting with Town Center and the Oceanfront.

She reviewed their connectivity vision plan, which would include district markers and neighborhood identifiers, and a makeover for the parklet.

Lastly, Kate reviewed the positives that have resulted in the development of the ViBe District, which included bringing new businesses and artwork, generating media articles, blogs and videos, and bringing in millions of dollars in real estate sales and private commercial development.

#### COMMENTS

Kristina Chastain thanked and praised her for her efforts, and asked how often they would like the murals festival to occur. Kate replied that every two years would be a good schedule, giving time for the existing murals to be viewed and enjoyed by the public.

John Uhrin suggested that she appear before Council with the same presentation.

The Resort Management Office will coordinate.

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

BJ announced that the August 2 RAC meeting will be a strategic planning retreat and subcommittee chairs will be receiving information to prepare.

#### **Committee Reports**

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

Preston Midgett briefed the Commission on the last TPPC meeting, and a **motion was carried by the RAC to submit the draft letter to Council from RAC requesting that they support the Laskin Road Corridor Project Funding (Smart Scale).**

It was suggested to bring Brian Solis to a future RAC meeting to discuss possible input on design to avoid bottlenecks on Laskin.

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

Billy Almond reported on the Virginia Beach Economic Development's Temporary Sculptural Interactive Installation scheduled for the north end of the Rudee Loop. In partnership with the WPA Team, Rhiza and Piece of Cake Productions are hoping to have the project to be completed around the time of the Neptune Festival at the end of September.

They also reviewed the 2016 priorities list to be discussed in detail at their next meeting.

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

Randy Thompson reported for the OEC, saying that they reviewed their 2016 priorities and came up with three broad objectives for priorities. They will review at their next meeting.

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

Kristina Chastain reported that the RIC had Ron Williams in attendance to discuss how they could work more closely to be of best assistance.

They reviewed the RAC Bylaws for reporting requirements.

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

BJ Baumann reported that the OSGAC had a discussion on possible priorities for the committee. They will review at their next meeting.

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

Laura Habr briefed the Commission on the last G.R.E.E.N. meeting, where they reviewed their 2016 priorities and came up with revisions for 2018.

**A motion was carried by the RAC to submit the draft letter to Council from RAC requesting that they continue to support wind energy off the Virginia coast.**

### **Staff Report**

Mike Eason reported that the James Monroe character presentation at 24<sup>th</sup> Street park was successful, and introduced Bobby Melatti to talk about a new (free) production, "1619", which consists of a two-person cast, performing at 26<sup>th</sup> Street on Tuesdays, Wednesdays and Thursdays at 8:30pm and 9:30pm.

Billy Almond believed that it would help put them on the map when Fort Monroe has its celebration in August.

### **Old Business**

BJ Baumann presented the July 9 draft letter from the Joint Oceanfront Committee (JOC) to Council concerning the Joint Oceanfront Committee Recommendations for College Beach Weekend. The letter suggested that these recommendations be considered for any other event that takes place at the Oceanfront in which the location becomes overcrowded. **BJ made the motion that the RAC send the JOC letter to Council, motion seconded and approved.**

### **New Business**

None

### **Public Comment**

None

Meeting adjourned at 4:35 p.m.