



Resort Advisory Commission
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RESORT ADVISORY COMMISSION
MINUTES

DATE: November 1, 2018
TIME: 3:00 pm
PLACE: Virginia Beach Convention Center, 2nd Floor

COMMISSION MEMBERS PRESENT

Kristina Chastain
BJ Baumann
Billy Almond
Bobby Melatti
Gerrie West
Phil Boyer
Sylvia Strickland
Tyler Brown
Randy Thompson
Sam Reid
Michael Cloud-Butler
Russell Lyons
Bryan Cuffee
Preston Midgett

COMMISSION MEMBERS ABSENT

John Hawa
Keith Ireland
Laura Habr
Nancy Creech
Craig Roback
Ron Villanueva

OTHERS PRESENT

Bob Matthias, City Manager's Office
Eric Terry, VRLTA
Ron Williams, Deputy City Manager
Brad Van Dommelen, CVB
John Uhrin, Council
Mike Eason, CVB/Resort Mgmt.
Andrea Brown, CVB/Recorder

Kristina Chastain called the meeting to order at 3:00pm. The review of the October 4, 2018 meeting minutes were deferred to the December 6, 2018 meeting.

Legislative Update – Bob Matthias, City Manager's Office

Bob Matthias reviewed what the inter-government relations program in Virginia Beach has done for the oceanfront and Sandbridge beach nourishment programs, which was to secure \$17.5M and \$3M, respectively, in funding, resulting in reducing the need to use taxpayer money for those types of programs.

He reviewed the legislative package Table of Contents in front of the Commissioners, pointing out one item, the post-Labor Day school opening. They kept post-Labor Day by one vote this last session, but they may have to be working on it again this next session.

The major item coming up in the short session will be adjustments to the budget. The Commonwealth has money, more than half a billion dollars over their estimates, probably due to the federal tax reform in 2017. Because Virginia, as a "conforming state" is not in conformance with the \$24K per family deduction that the feds have, there will be less money available for deduction and more money available for taxation, which could cause a lot of revenue enhancement for the Commonwealth. The Governor is proposing to take available money to lower the taxes for people who do not earn enough money (less \$18K per year) to be able to pay taxes in order to receive money back. That item will be of interest to the General Assembly.

The other item of interest is tax from internet sales. Between \$200M and \$400M may be coming to the Commonwealth. Aubrey Layne believed it to be closer to \$200M. The City Council has suggested that the money be used for K-12 for salaries and infrastructure.

On transportation, the drive to Chesapeake will move to six lanes on the high-rise bridge, about a \$600M project, secured before the tariff on steel went into place (a 25% increase). The HRBT will go to eight lanes, starting construction next year with the bid being awarded in early 2019. The project has a \$3.6B cost and the area to be improved runs from 564 to the Hampton Coliseum 664 area. Of the Interstate 64 improvements: 1 is finished, 2 will be finished next year and 3, up to Camp Peary, will be finished in the 2020-2021 timeframe. The projects will be a tremendous help to tourism, reducing travel strain. Improvements to 81 are also under discussion.

Bob Matthias referred the Commission to the vbgov.com website link for the [Legislative Agenda for 2019](#) for more information, and to call him with any questions.

Upcoming Legislative Agenda - Impact on Tourism – Eric Terry, VRLTA

Eric Terry reviewed the legislative priorities of the VRLTA; one of the main priorities for them is the workforce.

He reviewed solutions to help with the workforce as well as wage issues and their action on the Airbnbs, which continues to be a hot button for them.

They are meeting with stakeholders on the school calendar issues, and within the next two months, hope to work out a compromise.

Eric discussed the MBAR ratio problem with the ABC and the compromises they are trying to work out.

The VRLTA continues to push for funding for the VTC and tourism promotion throughout Virginia, through education of state and local officials.

Something in the Water – Ron Williams

Kristina Chastain briefed the Commission on the Pharrell Williams event, “Something in the Water”, scheduled to occur during College Beach Weekend in 2019.

Ron Williams commented on how Pharrell had named the event based on interviews that were conducted with top artists and athletes from this area. Often the interviews lead people to say, “It must be something in the water”, and led to the festival name that Pharrell has trademarked, and there is hope for this to become Virginia Beach’s festival.

Ron reviewed the multi-disciplined and multi-cultural art and technology event that is planned for the spring.

Committee Reports

Transportation, Parking, Pedestrian Committee (TPPC)

Preston Midgett reported that they did not meet.

Planning & Design Review Committee (PDRC)

Billy Almond reported that they had presentations on the proposed residential development, Caton Place, at 2508 Pacific Avenue. They still have to go through issues regarding code compliance, but it looked like a valid project.

There was discussion on the 31st Street Park Canopy Replacement with Mike Eason.

Oceanfront Strategic Growth Area Committee (OSGAC)

BJ Baumann reported that the OSGAC discussed the RASAP Update and are hoping to have timelines and more information after their next meeting.

Resort Investment Committee (RIC)

Kristina Chastain reported that they discussed the “Something in the Water” project, as well as reviewed upcoming speakers for RAC.

G.R.E.E.N. Report

Mike Eason reported for Laura Habr. They discussed the future of recycling and how to help this program in the future.

City Management commented on their fallback reuse program with SPSA, and the efforts to not put trash in the landfill if the recycle option continues to deteriorate.

Mike Eason said that this development will not affect the recycling program on the beach. The contract with TFC will last another 3-4 years.

Oceanfront Enhancement Committee (OEC)

Sam Reid that the met with George Kotarides and discussed the OEC/RAC and AAA priorities.

Staff Report

Mike Eason asked about the VBCC survey on the LEED program for the recertification.

There was a good turnout for Wicked, despite the last-minute adjustment for the weather.

Old Business

None

New Business

Kristian Chastain announced the retirement of Capt. Ronan at the end of the year, thanking him for his service.

BJ Baumann made a motion for the RAC to recognize and support the Atlantic Avenue Association and its efforts to better the resort area. She wanted the RAC to draft a letter to send to Council, asking them for the same. Seconded. **Motion carried to send a letter of support for the AAA to City Council.**

George Kotarides announced the Party on Atlantic scheduled for Saturday November 3.

Public Comment

Sylvia Strickland referred to the Legislative Package, Item. No. 8, Expansion of the Human Rights Act, number 19, pointing out that, in the State of Virginia it is still legal to discriminate against sexual preference for hiring purposes and housing.

Meeting adjourned at 4:33 p.m.