



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

RESORT ADVISORY COMMISSION MINUTES

DATE: January 10, 2019

TIME: 3:00 pm

PLACE: Virginia Beach Convention Center, 2nd Floor, Rm 4AB

COMMISSION MEMBERS PRESENT

BJ Baumann
Randy Thompson
Preston Midgett
Kristina Chastain
Billy Almond
Bobby Melatti
Gerrie West
Keith Ireland
Laura Habr
Craig Roback
Sylvia Strickland
Tyler Brown
John Hawa
Sam Reid
Michael Cloud-Butler
Russell Lyons
Bryan Cuffee
Michael Levinson

COMMISSION MEMBERS ABSENT

Ron Villanueva
Phil Boyer

OTHERS PRESENT

Nancy Creech
Sabrina D. Wooten, Council
David Nygaard, Council
Kate Pittman, MOCA
Ron Williams, Deputy City Manager
Brad Van Dommelen, CVB
Kathleen Warren, SGA
Deborah Zywna, SGA
Curtis Weaver, CVB
Diana Burke, VBHA
Stacey Parker, The Virginian-Pilot
Mike Eason, CVB/Resort Mgmt.
Robin Hart, CVB/Recorder

BJ Baumann called the meeting to order at 3:00pm. **The December 6, 2018 minutes were approved as written.**

BJ presented former RAC Commissioner Nancy Creech a plaque for her service on the Resort Advisory Commission and thanked her for additional service on City Council and her work with The Neptune Festival.

BJ also welcomed two new Councilmembers to the RAC, Sabrina Wooten and David Nygaard. She also recognized out DCM Ron Williams and CVB Director Brad Van Dommelen in attendance.

RASAP Update – Kathleen Warren & Deborah Zywna

The presentation can be found on the RASAP [webpage](#). (The link is under Phase 1 – Understanding)

BJ introduced the RASAP Update as being voted as one of RAC's Top Priorities for the coming year.

Kathy introduced the other members of the SGA office that are involved with the update.

Kathy Warren reviewed where they have been in the RASAP Process since the plan adoption in December 2008, and Deb Zywna elaborated on what the scheduling process would be for the next steps.

Of the top eight RASAP priorities from 2008, seven priorities are either complete, underway, or currently in discussion. They had positive developments over the last 10 years, such as good commercial and residential site redevelopment, but also unfulfilled developments, such as the light rail. The plan needed to be updated to reflect those changes.

They want to refresh the goals and initiatives through an inclusive process, establish/reaffirm priorities and examine expanding the boundaries of the initial plan. Kathy reviewed the goals for the new update, which included reflecting existing conditions, providing transparency of the process of defining and prioritizing the goals, and provide measureable initiatives with annual evaluation.

Deb Zywna discussed the 3-Phase planning schedule, process, and work plan. She reviewed with the Commission the steps they have taken so far as to collecting stakeholder contacts to form a RASAP Steering Committee, with scheduled outreach and planning sessions. They have a webpage designed for the plan, a current baseline map and a consultant RFP was scheduled for advertisement January 13, 2019. Phase I (Understanding) is ongoing and Phase 2 (Exploring/Prioritizing) is expected to occur from February through April 2019. Phase 3 (Deciding) is expected to occur during the months of May through July 2019, with tentative Planning Commission and City Council hearings scheduled for August 14, 2019 and either September 3 or September 17, 2019, respectively.

QUESTIONS / COMMENTS

Norfolk Field Trip

Ron Williams pointed out that the existing plan still refers to “managed district” and, as part of their transition from the Understanding Phase to the Exploring Phase, he has arranged for a field trip to Norfolk on January 24 to view their business improvement district. Norfolk has over 20 years of success in taking a residential and commercial property tax source and establishing an organization that has a responsibility for some light infrastructure management, public safety augmentation and ambassador greeting, and overall representation of the resident and property owners there. Mary Miller, the Executive Director of Downtown Norfolk Council will be available for the tour.

RASAP History

Laura Habr and Billy Almond provided a brief background to how the first RASAP came together and how it was to be implemented. The RAC went to Councilman Uhrin to request that a master plan be developed for the resort area. They wanted to make sure it was implemented, so it was renamed the Resort Area Strategic Action Plan, with definitive goals to be reached for what are now known as the Laskin Gateway, Central Beach and Marina Districts. They codified the plan, with public policy and code, and that was the beginning of the Oceanfront Resort District Form-Based Code. It now needs to be updated. The RAC subcommittee, the Planning and Design Review Committee, worked closely with the SGA Office project by project.

Chairman Report

BJ Baumann congratulated Laura Habr as the recipient Virginia Beach Jaycees 2018 First Citizen Award.

BJ recognized Mike Levinson as the newest member of the RAC, and recognized him as the newest member serving on the PDRC subcommittee. She also stressed the requirement for RAC members to serve on at least one RAC subcommittee in addition to their service on the RAC. David Nygaard added that he would be happy to serve on whatever subcommittee the RAC deemed appropriate, and BJ suggested that he attend each one to learn more about their missions.

Committee Reports

Transportation, Parking, Pedestrian Committee (TPPC)

Preston Midget reported that the TPPC did not meet last month.

Planning & Design Review Committee (PDRC)

Billy Almond reported that they reviewed the Caton Place redevelopment project between 25 ½ and 26th Streets on the west side of Pacific Avenue. They had returned to the PDRC with revisions suggested by the committee at the last PDRC meeting.

They also reviewed the stage canopies in the public parks. The 31st Street canopy is in need of replacement. They have asked the designers to come back with some inspirational ideas for next month's meeting.

Oceanfront Enhancement Committee (OEC)

Sam Reid reported that the OEC did not meet last month.

Resort Investment Committee (RIC)

BJ reported that they discussed the upcoming speakers and having presentations on the Dome Site project and the Surf Park projects as early as next month. The final report for Atlantic Avenue from August 2018 is expected. They have extended an invitation to Brad Van Dommelen for the spring/summer ad campaign, and last they are asking for a presentation on the Something In The Water event, scheduled for College Beach Weekend, possibly on April 4.

They also discussed the deadline for the Financial Disclosure Form and its February 1, 2019 due date.

Oceanfront Strategic Growth Area Committee (OSGAC)

BJ reported that the OSGAC is not meeting while the RASAP Steering Committee is meeting; the RASAP meeting will occupy the same time slot.

G.R.E.E.N. Report

Laura Habr reported that the committee did not meet in November or December, but they will have a meeting at the end of January. She reported on items that are ongoing that affect the G.R.E.E.N. Committee. They will continue to work on water quality, stormwater issues and Beachy Clean. They are trying to keep the recycling program intact, as well as work with Virginia Green to make Virginia Beach a resort-friendly destination.

She updated the Commission on seismic testing permits, congressional and senate bills that were recently released and assigned to protect Virginia's coastline and water three miles offshore, and a recent Dewberry Study.

Ron Williams commented on the Dewberry Study on sea level rise and coastal flooding, which has been going on for a couple of years now. Council received the initial recommendations on policy and protective measures on Tuesday February 8, 2019, at their informal session.

Staff Report

Mike Eason deferred to Ron Williams for some announcements:

Ron introduced Ms. Gary Ryan, the new Director of MOCA.

On the Something In The Water event, Ron announced that Brian Solis is augmenting the City Manager's Office and assisting the Resort Management Office as the external partner to the event organizers in addition to the internal staff working on the event.

On the city website, the Dome Site, the Sportscenter, the Activate Atlantic Avenue Initiative and soon

the 17th Street Gateway Initiative are listed to include the workshops, Council action, related documents and briefings. Go to vbgov.com and enter any of the phrases above and the search engine will find the project.

On the Dome site, they are hoping to have the term sheet adopted by Council on Tuesday and then they can begin work on a development agreement.

As far as the Activate Atlantic Avenue Initiative and the 17th Street Gateway Initiative, they are accomplishing what they can with the means they have. They do not need to wait for a RASAP update to assist with several initiatives requested; however, they do need the RASAP plan and they want to put a date on it, maybe 2030. Staff is working across all the portfolios in our city to see where we can accomplish things that make sense, and they have the ability to do it, perhaps without having to request additional funding from Council as much as possible.

Staff Report, continued

Mike Eason reported that they just finished a successful holiday season at the resort, with the Surf N Santa and the Holiday Parade (good attendance despite the weather). The Holiday Lights wrapped December 31, but they considered it a success. Based on public feedback, he and Bobby Melatti have been discussing how they can make the lights display a little longer, and they will have some recommendations for senior staff for review. The GIF issue appears to have been resolved. They want to come up with a comprehensive plan to get attendance and revenue up.

On a related note, the entertainment contract was awarded for another session to IMG.

Old Business

None

New Business

Randy Thompson announced that the 2019 Taste of VRLTA Legislative Reception is on January 23 and 24. They will kick it off on the 23rd with a reception at the John Marshall Hotel and it will be a good chance to meet and talk with our legislators.

Another event, the Coastal Virginia Magazine annual wine festival is January 26th and 27th at the Virginia Beach Convention Center.

David Nygaard is participating in a stakeholder summit on January 21 at Doughboy's and they would like to invite anyone who would like to attend. They will be addressing neighborhood concerns and there will be a Town Hall Q&A to follow.

Public Comment

None

Meeting adjourned at 3:55 p.m.