



Resort Advisory Commission
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RESORT ADVISORY COMMISSION MINUTES

DATE: March 7, 2019

TIME: 3:00 pm

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

COMMISSION MEMBERS PRESENT

BJ Baumann
Randy Thompson
Billy Almond
Bobby Melatti
Bryan Cuffee
Gerrie West
Keith Ireland
Laura Habr
Michael Cloud-Butler
Michael Levinson
Phil Boyer
Russell Lyons
Sam Reid
Sylvia Strickland
Tyler Brown

COMMISSION MEMBERS ABSENT

Craig Roback
John Hawa
Preston Midgett
Ron Villanueva
Kristina Chastain

OTHERS PRESENT

Emily Ockenden, BWG
Robbie Wells, BWG
Donna MacMillan, Venture
Aaron, Rouse, Council
Rosemary Wilson, Council
Mike Standing, Watermans
Deputy Chief Tony Zucaro, VBLE
Lt. Scott Wichtendahl, VBLE
Lt. Scott Merce, VBLE
Dave Hansen, VB City Manager
Ronald H. Williams, Jr., DCM
Steve Cover, DCM
George Kotarides, AAA
Brad Van Dommelen, CVB
Brande Rumpf, CVB
Kathleen Warren, SGA
Emily Archer, SGA
Brian Solis, SGA
Diana Burke, VBHA
Mike Mauch, AAA
Ted Logue, Human Services
Mike Ronan, VB Resident
Stacey Parker, The Virginian-Pilot
Mike Eason, CVB/Resort Mgmt.
Robin Hart, CVB/Recorder

BJ Baumann called the meeting to order at 3:00pm.

Something In The Water (SITW) Update –Robbie Wells, Emily Ockenden, BWG; Donna MacMillan, Venture
Brian Solis introduced the SITW presentation, and turned the presentation over to Donna MacMillan.

Donna introduced Robbie Wells and Emily Ockenden, of BWG, to introduce the Something In The Water event – how it will be rolled out, and the narrative on how the event will come to market. Robbie explained why the event is being managed the way it is: with some secrecy intended.

Robbie explained that the event is not a replacement for the typical Beach Week that occurs during

this weekend; it is for the community and the college attendees bring potential. Brands that have never been here before are investing in a big way and the event organizers want to allow them to run their show.

Robbie Wells went on to explain that Pharrell Williams is looking at the future, concerning the importance of self-expressionism and creativity, and the festival is all about inviting people to the resort to experiment with new things, new technologies, new experiences, etc. The festival will come to life in many forms.

The Virginia Beach Convention Center (VBCC) will be the hub for the festival, with Adidas and the karaoke event occupying that space. There will be an urban garden at Seatack Elementary School.

The programming is generic so the brands can introduce themselves in their own unique ways.

SONY, on 19th Street, has an extensive build planned. The brands have objectives for coming to the area, one being to gather data, and Robbie mentioned that Adidas has a focus on doing things locally.

QUESTIONS / COMMENTS

There were questions on ticket charges and how much they would resemble the prices of something like Coachella, and how they might vary as the event date approaches.

Other questions touched on parking facilities, road closures, and the organization of the Pop-Up Church.

There is an expectation of approx. 25K people in town each day of the festival.

One attendee asked about the clean-up efforts after the festival and Robbie replied that an organization called the "Giving Group" typically does it at other festivals, but that is yet TBD. There will be a poster going out for a call for assistance.

Donna MacMillan had commented that they have already reached out to students at state universities and they have an ownership role in the festival and will be participating in cleanup.

On tips for security, in addition to explicit plans already in place, Deputy City Manager Cover advised, "See Something, Say Something" is always the rule. Emily Ockenden advised that there will be a safety meeting two days before the event starts.

The events will offer free activities as well as ticketed activities, and they try to disperse the large crowd across the event footprint. All standard precautions for a typical special event, in addition to specific precautions taken for a festival this size, are in place.

RAC Business

Motion carried to approve the February 7, 2019 RAC minutes as written.

Chairman's Report

RAC Chair BJ Baumann reviewed the RAC speakers scheduled for the next few months.

Committee Reports

Transportation, Parking, Pedestrian Committee (TPPC)

BJ updated the Commission on the task force meetings concerning the ordinances on alternative parking for Cavalier Shores and the resulting letters to Council between February 5, 2019 and February 28, 2019.

Planning & Design Review Committee (PDRC)

Billy Almond reported that they had several presentations. One was for the 27th St Hyatt Place, for which a canopy was requested for their outdoor café. The concept was approved pending a rendering to be circulated via email to members for final approval.

They approved the renovations for the 1718 Atlantic Avenue location for Mike Mauch, for an establishment to be named *Harvest*.

George Kotarides presented three locations for a LOVE Sign to be placed at 17th, 24th and 33rd Streets, and the requests were approved.

Emily Archer gave a presentation on Oceanfront Public Restrooms. The committee provided comments and completed a survey for which she will reply with results on moving forward.

Oceanfront Enhancement Committee (OEC)

Sam Reid reported that they had Warren Smith attend the meeting to discuss his bike and surrey rental program. They discussed the possibilities of a bike share program and the effects of other modes of transportation popping up in the city.

Resort Investment Committee (RIC)

Having briefed the Commission earlier in the meeting on the upcoming RAC speakers, she added that the RIC also had a short update on the headquarters hotel.

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. She did tell the Commission that they may be ready to meet with the consultant soon regarding the RASAP updates. They are waiting on the hotel association's list of priorities.

G.R.E.E.N. Report

Laura Habr reported on the presentation they had from the Oceana group concerning offshore drilling updates.

Earth Hour will be held on March 30 and people are encouraged to turn off all non-essential lighting that evening from 8:30pm to 9:30pm. The Mayor is also scheduled to sign the Mayor's Global Covenant of Mayors for Climate and Energy for the City of Virginia Beach.

Staff Report

Mike Eason reported that the SITW plans are changing daily and they are working together to stay on top of them. It is a fast-tracked event that has been in the planning stages since November 2018. Also, the Shamrock Marathon is coming up and considered a major event, involving the J&A Racing group.

Due to ongoing construction on 19th Street, the ViBe Park will be the new operating location this year for the Old Beach Famers and Art & Eco Markets when their franchise agreements come up for renewal at the next City Council meeting on March 19, 2019. After discussion, and confirmation that consumption of the park to end by 1:00pm at latest, **the RAC carried a motion to support the move for the markets to the new location, ViBe Park.** Laura Habr and Gerrie West, both board members for the Old Beach Markets, abstained from the vote.

Old Business

None

New Business

None

Public Comment

None

Meeting adjourned at 4:31 p.m.