



Resort Advisory Commission
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RESORT ADVISORY COMMISSION MINUTES

DATE: April 4, 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
Craig Roback
John Hawa
Keith Ireland
Kristina Chastain
Laura Habr
Michael Cloud-Butler
Michael Levinson
Phil Boyer
Sam Reid
Sylvia Strickland
Tyler Brown

COMMISSION MEMBERS ABSENT

Gerrie West
Preston Midgett
Ron Villanueva
Russell Lyons

OTHERS PRESENT

Kevin Chatellier, Budge Office
CJ Bodnar, Public Works
Toni Alger, Public Works
Sue Kriebel, Public Works
Rosemary Wilson, Council
Tim Barrow, PDRC
Chris Stone, PDRC
DCM Ron Williams, Jr.
Officer Matt McInerney, VBLE
Nancy Parker, RBCL
Kate Pittman, ViBe
Brad Van Dommelen, CVB
Teresa Diaz, CVB
Tara Reel, SGA
Diana Burke, VBHA
Jimmy Capps, VBRA
Linwood Branch, VBHA
Henry Ryto
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.

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

Budget Presentation – Ron Williams & Kevin Chatellier

Ron Williams began the presentation by addressing the top priorities for City Council and moved onto a work schedule and public hearing dates. There was also a CIP overview with Kevin Chatellier.

QUESTIONS / COMMENTS

There was a question about where Pacific Avenue stood in the mix and Kevin replied that the last segment had been completed. Preston Midgett had asked about the median project and it is still on, but someone will get back to him about whether Pacific Avenue is on a resurfacing schedule.

Regarding the Dome Site, the city is hoping for a development agreement this summer.

The question was asked how projects get into the budget and the reply was that they have to be presented to the city. Staff is working from a 2008 plan, and are directed by City Council.

It was pointed out that a part of the TIP allocations do go into the general fund, and Ron Williams noted that the information had been made public on Miz Information, saying that they are talking about citywide taxes as well as resort area taxes.

Spring and Summer Advertising Campaigns – Brad Van Dommelen

Brad Van Dommelen began the presentation by asking the question “Why Choose Virginia Beach?” as part of determining how to effectively market the City’s brand. The CVB selected a dual message campaign with videos representing a “Go Beachless” suggestion, interrupted by a “Go Beach” video to re-emphasize that the beach is still a tourism/vacation option, although there are many non-beach-related activities for people choosing to come to the area.

Brad reviewed the markets and platforms on which the videos will air, and will run through June 30. The CVB has had positive reviews from Rita McClenny of the Virginia Tourism Corporation. The DestiMetrics report will be out in about two weeks, however, Brad is not sure it will be representative of the effect of this particular campaign yet.

The next campaign will run from July 1 through September for late summer, and will be a different idea than the Go Beachless/GoBeach campaign for the spring.

QUESTIONS / COMMENTS

Although there were several congratulations on thinking outside the box and that the campaign met the objectives to make people aware of the area, become familiar with the area, consider visiting the area and finally making the decision to visit the area, it was also felt that the campaign separated the beach from the rest of the city, and that the prohibitive circle with the bar through it was confusing.

Brad disagreed, pointing to the comments that stated otherwise. He did note that he did receive some negative comments as well, however, the campaign seems to be a polarizing one, but it met its objective. The campaign was meant to be different.

The comparisons with the other campaigns - Live The Life, Three Beaches – may not be accurate because the City is investing more in digital space with this campaign where with the other campaigns, less so.

One Commissioner made the comment that social media is the place to be these days and it appeared that the data so far was impressive. He was interested to see if there is a jump in visitation once the season kicks in.

It was also noted that how the city takes this energy generated by the campaign is critical. All agreed.

Stormwater Issues & Dewberry Report – Charles Bodnar

Charles Bodnar reviewed the timeline from 2015-2019 on storm activity from the area and defined local areas that need attention sooner than others.

He pointed out that the way they adapt to changes in the weather are to adapt through policy and design and requested that comments be sent to slrcomments@vbgov.com.

Charles reviewed the definition of a 10-year storm, stating that we are getting about 10% more than the data indicates. He reviewed where water can (1) get into the region and (2) where it can flow into another region and cited Lynnhaven to Rudee Loop as an example.

Alternative alignments have been weighed against each other, 5-10 options have been eliminated, and they are working with other municipalities to gain better insurance against future occurrences.

Charles reviewed total design and construction costs, with final numbers available May 7.

QUESTIONS / COMMENTS

One member was glad to hear that they are addressing the issue regionally and another stressed the importance of formally addressing the stormwater issues in relation to the City’s bond rating. CJ Bodnar replied that his ask of the city for stormwater issues would be approx. \$395M over the next six years. The funding for sea level rise would be addressed later.

Committee Reports

Transportation, Parking, Pedestrian Committee (TPPC)

Preston Midgett updated the Commission on a presentation from AAA and DMV concerning pedestrian safety. They had a discussion on SITW parking and the need for protecting the neighborhoods.

Planning & Design Review Committee (PDRC)

Billy Almond reported that they had several presentations. One was for the Ocean 27 Apartments where they had discussion on changing the ingress/egress for that location. They had another presentation concerning adding patios to Oceans 14 and Krispy Krunchy restaurants. They had another presentation from Nina Goodale for a Call to Artists for a location at 17th Street, and Emily Archer provided detail in improvements being made to Rudee Loop.

Oceanfront Enhancement Committee (OEC)

Randy Thompson reported that they had discussion on the need for the No Cursing signs at the resort and Mike Eason was to have an inventory done and further discussion at the next meeting.

The committee expressed interest in projection art for the resort area and were to invite Nina Goodale to the next OEC to discuss further.

Discussion on the scooters revealed that they are still waiting on how they are to be handled. Norfolk has released them and they may be coming to Virginia Beach.

Resort Investment Committee (RIC)

BJ Baumann reported that the RIC had a brief on the budget from Kevin Chatellier. There was a lot of discussion on TIP funds and they will continue to talk with city staff to monitor the TIP fund.

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 the stakeholders have submitted their priorities and they are in the process of combining approx. 150 priorities. A consultant is now on board.

G.R.E.E.N. Report

Laura Habr reported on the Global Covenant, that status of Norfolk Canyon, and advised the Commission of BOEM's increasing activity in North and South Carolina.

The Old Beach Markets will be participating in the SITW festival with an event that weekend.

Chairman's Report

RAC Chair BJ Baumann reviewed the RAC speakers scheduled for the next few months. She announced the HRC Observer Program in place for SITW. BJ clarified the absences policy for RAC Commissioners.

BJ expressed the desire of the RIC to better establish communication between the RAC and City Council. Randy Thompson expressed support for RAC leadership to be able to speak directly to Council. Motion was seconded and carried.

Staff Report

Mike Eason reported that the SITW plans are changing weekly and all affected departments are working together. He will keep the Commission advised.

There is a public meeting on the event at the VBCC Monday night at 6:30pm.

Old Business

None

New Business

None

Public Comment

None

Meeting adjourned at 5:35 p.m.