



Resort Advisory Commission  
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## RESORT ADVISORY COMMISSION MINUTES

**DATE:** May 2, 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  
Craig Roback  
Gerrie West  
John Hawa  
Kristina Chastain  
Laura Habr  
Michael Cloud-Butler  
Michael Levinson  
Preston Midgett  
Russell Lyons  
Sam Reid  
Sylvia Strickland  
Tyler Brown

### COMMISSION MEMBERS ABSENT

Bryan Cuffee  
Keith Ireland

Phil Boyer  
Ron Villanueva

### OTHERS PRESENT

Guy Tower, Council  
Rosemary Wilson, Council  
John Uhrin, VB Resident  
Ted Logue, Human Services  
Charles Deloatch, Human Services  
Emily Archer, SGA  
Brad Van Dommelen, CVB  
Kathy Warren, SGA  
Teresa Diaz, CVB  
Diana Burke, VBHA  
Ed Denton, Coastline Commercial LLC  
Chris Stone, PDRC  
DCM Ron Williams, Jr.  
Bryan Miller, VBCC  
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 April 4, 2019 RAC minutes as written.**

### Something In The Water (SITW) Update – Steve Cover & Brian Solis

Steve Cover began the presentation with a review of city support for the event. He thanked city staff for making the event come together as smoothly as possible, mentioning Julie Hill and Brian Solis' coordination roles.

Overall, the event went well. They planned, prepared and trained for all scenarios they could, they kept the timeline tight, but allowed for flexibility; they controlled what they could. They were able to react with a plan for the stormy weather on Friday night, which brought cancellations. They had excellent communications between departments with the incident command system.

Although he did note that they cited seven people for peddling without a license, they hope to have an After Action Report within 30 days.

Brian Solis commented on the event side of SITW, thanking various business groups who were in full support despite the short timeframe. That is something that they hope to correct for next year, for better planning and notification. The majority of the event organizers were on the west coast, but locally, Donna MacMillan-Whitaker was a huge asset to have locally.

Seven takeaways included 1) unparalleled atmosphere of community harmony, 2) business owners, residents and city staff had a positive outlook, 3) a cultural enrichment opportunity presented itself with room for more, 4) ongoing community and education improvements were brought forth and endowed by Pharrell Williams, 5) entrepreneurial opportunity was offered for college students and graduates, 6) exposure of new-to-market activations were brought to the area, and 7) increase in volunteer applications (by 5x normal) to assist with the event.

In the coming months they will reach out for feedback, and one focus will be to help the businesses near the residential areas adjust and best take advantage of the increased presence for next year's festival. An After Action report will come through the operations center and he will contribute to that in the planning aspect.

#### QUESTIONS / COMMENTS

BJ Baumann had developed and placed a survey for RAC members in their packets for review and comment on SITW, and Sylvia Strickland mentioned that the Human Rights Commission (HRC) is collecting surveys from the Attendees who were scheduled to go to SITW and provide feedback to the HRC. The link for the survey will be emailed to members again for reply.

**A motion to write a letter to the City expressing gratitude for supporting the event was made by Preston Midgett, seconded and carried.**

Mike Eason commented on the organization displayed by BWG, the event organizers, as they fully understood how to run this type and size of an event and were familiar with the terminology and requirements of doing so.

#### Opioid Peer Program – Ted Logue & Charles Deloatch

Ted Logue, Peer Recovery Specialist, reviewed how he came to be involved with the Human Services Department and how the Peer Certification process works.

He reviewed why they requested to appear before the RAC to help spread the word about their program and how the public can help. Having a table at the SITW festival was a great success, and received a lot of attention.

Ted talked about the Revive Program and is hoping to have that go into effect in July 2019.

A "poster day" is in the works where the department representatives will walk Atlantic Avenue and the boardwalk, asking business owners to allow the Human Services department's resource and contact information to be displayed in the corners of their windows, or in view. They already conduct outreach walks during summer evenings with the Human Rights Commission, Crisis Intervention Team (C.I.T.) members and chaplains.

#### QUESTIONS / COMMENTS

Preston asked if they were involved with the Housing Resource Center on Witchduck Road, and Ted replied that they are somewhat, as they go to the Center when they are needed to assist. Charles Deloatch volunteered that they go into the detox facilities and they meet with people being let out from the jails.

When asked if the people they meet want the assistance, Ted replied that denial of any personal problems with drugs or alcohol is a major factor to overcome.

When asked about their stance on medical marijuana, Ted was opposed to it, as with addiction,

for some it is merely switching habits.

### **Committee Reports**

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

Preston Midgett reported that the TPPC did not meet, but construction is underway for the 34<sup>th</sup> Street and Pacific area.

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

Billy Almond reported that they had discussion on the numerous and unsightly pavement markings remaining long after they are needed in the resort area and expressed a desire for RAC to support asking the City Manager to look into the matter. They are not fading within the typical two-week period, and only abrasive cleaners that are hazardous to the stormwater system. A letter included in the RAC packets expressed the request.

#### **Motion carried to forward the pavement markings letter to the City Manager for action.**

An update from Mike Eason noted that Max Bartholomew with Dominion Energy had spoken with the SCC and they are moving forward with some action in Williamsburg.

Billy Almond also reported that they are putting together a beautification project for Atlantic Avenue (The Block area) that included cleaning out the tree wells and putting in flowers. Frank Fentress, Emily Archer, Billy and Preston are involved so far.

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

Randy Thompson reported that the OEC met with Nina Goodale in a discussion about projection art and projects similar to the historical projection art display in San Antonio. Randy will meet with Nina concerning costs and report to the OEC next month.

After further discussion, they also voted to remove the No Cursing Signs in the resort area (both picture and worded signs), as they were now an old concept and the resort wants to promote a more positive message. Randy Thompson made a motion for the RAC recommend to Council to get the signs removed. Preston Midgett seconded. Preston asked what the protocol was for starting to do that and Ron Williams noted that he would see to it that they got removed. **Motion carried to request that all signs in the resort area related to No Cursing would be removed.**

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

BJ Baumann reported that interim Beach Councilman met with them last week and reviewed the subcommittee agendas and resort projects.

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

BJ Baumann 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 parking workshop was at the last meeting and public workshops are planned. They are running according to schedule.

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

Laura Habr reported on the clean beach efforts that were moved to the ViBe District. All SITW recycling cans were diverted to a recycling facility.

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

No report from BJ Baumann.

#### **Staff Report**

Mike Eason updated the commission on the Beach Sand Replenishment project, and how the schedule is turning out to occur during summer tourist season. They will start at 17<sup>th</sup> Street and end at 60<sup>th</sup> Street.

Ron Williams elaborated that they have a small window in which to get the project done and the

timeline was determined by turtle nesting season, contractor availability and the storm season.

**Old Business**

None

**New Business**

Sylvia Strickland announced a Human Rights Commission May 9, 2019 to include a SITW update from law enforcement and Brian Solis, at the VBCC.

**Public Comment**

None

Meeting adjourned at 4:35 p.m.