



Resort Advisory Commission  
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## RESORT ADVISORY COMMISSION MINUTES

**DATE:** March 4, 2021  
**TIME:** 3:00 pm  
**PLACE:** Virtual via Webex

### COMMISSION MEMBERS

#### PRESENT

BJ Baumann  
Randy Thompson  
Billy Almond  
Chuck Cayton  
Doug Douglas  
Kristina Chastain  
Lori Overholt  
Michael Levinson  
Michael Mauch  
Michael Ronan  
Page Miyares  
Tyler Brown

### COMMISSION MEMBERS

#### ABSENT

Bill Gambrell  
George Kotarides  
John Zirkle  
Mike Eason  
Guy Tower, City Council  
Rosemary Wilson, City Council

#### OTHERS PRESENT

Mayor Bobby Dyer  
DCM Ron Williams  
Capt. Shannon Wichtendahl, VBLE  
Lt. Scott Merce, VBLE  
Stacey Parker, The Pilot

Angela Keaveny, Rowdy Dow BBQ  
Caryl Thompson, VA AQM  
Duane Gauthier, VBHA  
Julia West, VB Resident  
Lynn Hightower, OEC  
Martha McClees, VISION  
Brande Rumpf, CVB  
Lauren Townsend, CVB  
Brian Solis, CMO, RMO  
Jamie Capps, RMO SEO  
Emily Archer, SGA  
Jenizza Badua, SGA  
Mark Shea, SGA  
Kathy Warren, SGA  
Robin Hart, SGA, Recorder

BJ Baumann called the meeting to order at 3:00pm. **Motion carried to approve the February 4, 2021 minutes as written.**

Mayor Dyer joined the meeting to discuss the upcoming Council retreat, reiterating that they will be focusing on the reorganization of the CVB and that he would update the Commission on the outcome.

He again congratulated the citizens on their ability to sustain during 2020 despite multiple obstacles and were able to provide relief to travelers who came to Virginia Beach for some well-needed respite. He is optimistic for the future and the plans for Atlantic Avenue, and happy with the success of the sports center operations.

BJ thanked the Mayor and Council for supplying the industry with marketing funds, additional investment and CARES Act funds.

Block by Block (BBB) – Blair McBride and Scott Crandall

BJ welcomed Blair McBride, Block by Block President and Scott Crandall, Block by Block V.P., Atlantic Region, to the Commission. They reporting on the status and schedule of the Block by Block program in the Resort Management Office.

To-date, the contract has been executed and the deployment plan has been developed. They have ordered heavy equipment (trucks, power washers), and the branding has been put in place.

Based on pre-program data collected during a visit to the City in August 2020, they will focus on selecting an Operations Manager by March 23, along with hiring as many as 40 staff members. The S.M.A.R.T. system will be developed for field communication. Staff will begin a mix of classroom and field training on March 24.

After meeting with key departments, BBB will develop a prioritized project list, and have a hard start date of April 1, with a cleaning blitz at the resort that targets high-traffic and noticeably stained areas, with a more thorough follow-up cleaning afterward. Blair McBride went on to address the repeated daily activities of the manual cleaning patrol.

The ambassadors will introduce themselves to business owners and will be carrying contact cards for distribution. The goal is to maximize visibility and engagement with the street population as well as the merchants. Blair advised the RAC to steer outgoing, quality applicants to the Block by Block website for applications: [www.blockbyblock.com](http://www.blockbyblock.com).

#### QUESTIONS/COMMENTS

Randy Thompson asked for photos and pertinent information for his publication. The Commission believed that strong publicity and high visibility will be key to the operation's success.

A main contact number will be established for service requests, and the contact person at this point is Brian Solis, who will forward requests to the appropriate parties until they are solidly established.

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

BJ Baumann congratulated Michael Mauch on his recent appointment to the RAC. He will begin serving as G.R.E.E.N. chair at their March 24 meeting.

BJ gathered consensus that the next RAC meeting on April 1 would be offered as a hybrid meeting: in-person at the convention center (VBCC) as well as via Webex. She wants to be able to present service awards and recognize Preston Midgett and Bobby Melatti for their contributions to the City.

The Joint Oceanfront Committee (JOC) comprised of RAC and HRC members had to cancel their meeting this month but a reschedule is pending.

BJ is hopeful that at either the April 1 or May 6 RAC they will have a needed revision to the RAC Bylaws for review and approval; the revision concerns primarily housekeeping issues.

#### **Committee Reports**

##### **Transportation, Parking, Pedestrian Committee (TPPC) & Resort Area Mobility Plan (RAMP) Steering Committee**

Chuck Cayton reported that the TPPC met briefly on February 25, and discussed proposed modifications at 16<sup>th</sup> Street and Atlantic Avenue for safety, a 2021 suggested pilot program for Atlantic Avenue from the RAMP committee, and had an endorsement to allow employee parking in municipal facilities.

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

Billy Almond reported that the PDRC did not meet in March.

Oceanfront Enhancement Committee (OEC)

Randy Thompson explained that the OEC wanted to look at what can be done to improve the resort product offered to visitors and locals, and the focus was on the zoning and city codes and how they might help define that product. They were also updated on outreach efforts for the homeless around the City. The next OEC meeting will have Zoning Administrator Kevin Kemp speak about how zoning could foster the desired mix of businesses at the oceanfront.

Resort Investment Committee (RIC)

BJ Bauman provided the list of speakers under consideration for RIC and RAC for the upcoming meetings, and the RIC had discussion on recognition ideas for Preston Midgett.

Also discussed were the status of the oceanfront restrooms, and the committee met with Debra Bryan for discussion on the legislative schedule and possible items for the next legislative agenda packet for Council review.

Oceanfront Strategic Growth Area Committee (OSGAC)

Chair Kristina Chastain provided a summary of the updates and insights from the last stakeholder interview held at the March 3 meeting.

G.R.E.E.N.

Kathy Warren reported for the G.R.E.E.N. committee, reviewing their adopted priorities for the 2021 year.

**Staff Report**

*Economic Development District Improvement Program – Kathy Warren*

The \$100K city-wide program was launched February 22 and contains matching grants of \$10K each. The next steps will be to call a selection committee together to evaluate applications, recommend awards, and notify applicants.

BJ asked about the possibility of adding more funds to that program and Kathy replied that the intention was for more funds to be available after July 1.

*Outdoor Cafes – Kathy Warren*

Kathy advised RAC that eight outdoor cafes were applying for reapplication for renewal of their existing franchise agreements and are expected to be approved at Council on March 16.

*Resort Management Office (RMO) Initiative Update – Brian Solis*

Brian Solis advised the Commission that they are continuing to educate stakeholder groups about the Resort Management Office development and appreciated everyone's patience as they make appearances around the City. They hope to have an E-newsletter out shortly with an update about the office, and hyperlinks for more information.

**Old Business**

None

**New Business**

None

**Public Comment**

None

Meeting adjourned at 3:45 p.m.