

BAYFRONT ADVISORY COMMISSION  
MEETING SUMMARY  
MAY 21, 2015  
VIRGINIA BEACH RESORT HOTEL &  
CONFERENCE CENTER

MEMBERS PRESENT:

Chairman Kal Kassir, Gee Faison, Charlie Malbon, Faith Christie, Joe Miller, Stacey Shiflet, Vice Chairman Scott Ayers, Norm Carrick, Martin Thomas, Mercedes Holland (JEB Little Creek/Fort Story Liaison)

STAFF PRESENT:

Clay Bernick – Planning Department, Kay Wilson – City Attorney's Office

CALL TO ORDER:

Chairman Kassir

CHAIRMAN'S REPORT:

- Chairman Kassir visited Lesner Bridge construction site with City staff on May 8, noted offloading dock adjoin Boat & Beach Facility will remain after bridge completion
- Chairman Kassir reported Waterman's Walk planning process underway for shoreline from former Duck-In site to City Marina
- Chairman Kassir noted Lesner Bridge public art process taking more time, considering median location instead of overlook, overall may result in 3 locations: median, west end of bridge and Greystar project site
- Chairman Kassir reported new flags for public locations may be here this year, Design Subcommittee meeting with Public Works on flag shape to reduce installation, removal and maintenance costs, and site specific location designs
- Chairman Kassir attended Lynnhaven River NOW Executive Committee Board meeting and reported on various work efforts by organization
- Chairman Kassir discussed new Shore Drive Farmer's Market would kick off on June 13 in parking lot located between Seashell Road and Red Tide Road; introduced Donnie Edwards who indicated market plan was to operate 9 AM – 12 NOON Saturdays year round, had received temporary permit from City to operate pending final City Council approval with a maximum of 35 vendors, newspaper story anticipated on upcoming weekend; Vice Chairman Ayers suggested Seashell Road to west of site could be closed during market times to create additional market space, consider working with Norfolk Arts District as market partner
- Chairman Kassir noted new fishing tournament would be starting; introduced Justin Wilson and Zack Bowles who own Oceans East Tackle on Northampton Boulevard and operate Marina Shores tackle shop who have formed Atlantic Fishing Events to manage tournament, also run Lake Smith Bass Tournament, see world-class tournament potential, promote Bayfront and

Chesapeake Bay, planning 3 tournaments to be connected as Battle of the Bayfront: Cobia-\$20K-June, Flounder-\$20K-August, Rockfish-\$50K-December, use Virginia Beach Resort Hotel & Conference Center as venue, working with City and Convention & Visitors Bureau to secure State cooperative funds for package submittal in October with December award for advertising and marketing, seeking City sports marketing grant funds in September

- Commission approved April 16, 2015 meeting summary with noted typo corrections
- Chairman Kassir noted annual Commission retreat will be August 12

#### CITY REPORTS & UPDATES:

- Clay Bernick reported website updates for Commission, roster updates, noted May 13 Planning Commission agenda would hear Zoning Ordinance changes for Shore Drive Corridor and Greystar application; City Manager's Office directive for Commission to work on Waterman's Walk concept plan and strategy for inclusion in FY 2016-2017 City budget

#### SUBCOMMITTEE REPORTS & UPDATES:

- Design: Joe Miller reported on May 7 meeting re: Waterman's Walk planning process; meeting focused on goals, issues and opportunities; moving into information gathering phase; Kal Kassir discussed Waterman's Walk with Chris Wojtowicz of Public Works, noted many components to process including City Marina and Pilots' Associations, noted Jim Arnhold is willing and should be invited to assist
- Communications: Norm Carrick noted fishing tournament and farm market will be included in future newsletters; Clay Bernick noted opportunity to discuss dune protection
- Public Safety, Transit, Parking & Pedestrian Access: Charlie Malbon reported work on HRT Shore Drive Corridor Trolley project continuing

#### COMMUNITY REPORTS & UPDATES:

- Wally Damon of Chesapeake Beach Civic League noted May 31 5K Race and June 27 Paddleboard Race

#### NEW BUSINESS:

- Stacey Shiflet noted City was initiating new anti-litter campaign with Clean Virginia waterways to include Bayfront; focus on cigarette butts

#### OLD BUSINESS:

- Kay Wilson inquired as to who received Commission's Lesner Bridge naming contest survey report; Norm Carrick noted it was forwarded to Nancy Bloom with the City Attorney's Office based on direction from Councilmembers Jones and Wood

#### PROJECT BRIEFINGS, OPEN DISCUSSION & COMMENTS FROM THE PUBLIC:

- No report

#### NEXT MEETING (TENTATIVE):

- June 18, 2015 2:00 PM Subcommittees (if scheduled); 3:30 PM Commission meeting at Virginia Beach Resort Hotel & Conference Center

ADJOURN