



General Membership Meeting
Monday, January 7 - 3:00pm
Minutes

Welcome - George Kotarides, President

Approval of Minutes – Motion. Second. Approved.

Elections – Motion. Second. Approved. *The President & Vice President are elected every year. Board members may serve up to 3 years in one position.*

President: Kotarides, George (Dough Boy's)
Vice President: Mauch, Michael (Iscream Ice Cream/Karma)
Treasurer: Kyriakides, Chris (Sweet Frog)
Secretary: Neikirk, Christine (Smartmouth Brewing)
Dillon, Bill (Abbey Road)
Gambrell, Bill (Tautog's/Doc Taylor's)
Gordon, Stephan (Boardwalk Ventures, Inc.)
Patel, Deepak (King of the Sea)
Winslow, Clark (Sunny Day Guide/Surfside East)

Treasurer's Report - Chris Kyriakides, Treasurer - \$19,322.07 between both bank accounts.

Membership – Become A Member, Help Us, Help You! - Mike Mauch, Vice-President

2nd Precinct – Captain Shannon Wichtendahl introduced herself. New Captain for 2nd Precinct

Parking on Atlantic Avenue –

Big show of hands that folks appreciate parking on Atlantic. Currently South of 25th street. But North of 25th street will be starting soon.

Also discussing parking prices of parking lots. Trying to communicate the rates/availability a bit better. The Atlantic Ave Assoc was instrumental in getting new signage at the 25th street lot by Ifly.

Party! On Atlantic Recap – very successful. Brought folks out for that event. Will hope to host again this fall.

Something in the Water Event - Apr 26-28 – New event to occur during week 17 (normally college beach week.) Multi-faceted event. Working on logistics and programming. Most things will be ticketed. There must be “something in the water” in Hampton Roads that we have so much talent from here. Year 1 – events will be at 5th street. After beach replenishment then will move to 18th/20th street.

Initiative documents – working with RAC, VBRA, VBHA, and City Officials – massaging, editing and distilling the documents for City Council’s retreat. Presenting them with - Activate Atlantic Avenue initiative and Public Safety initiative - "10 Ideas for a Clean, Safe, Vibrant Resort." According to the Atlantic Ave Survey – folks wanted restrooms, parking, attractions.

RASAP – Resort Area Strategic Action Plan Steering Committee

– updating document that is Master Plan for the resort area. Will affect funding and where City will spend new funds.

Projected Lighting on buildings along Atlantic Ave – City is working on other sites that can be locations. Will give us a unique attraction for the Avenue. Will need to upgrade the electrical infrastructure at resort – working with the City.

Live! on Atlantic – Was Beach Street USA – motive to put “feet on the street.” Budget was \$500K. Funding has been flat. Now is \$600K. If received regular percentage increase should be at \$740K just for same amount. We think that amount should be doubled. Provide better entertainment to give us a competitive advantage over some of the other beach resort areas.

B. Gambrell – customers give good feedback. Should increase \$.

BJ Bauman – question – is all music/entertainment funded by Live! on Atlantic or are some of the acts funded by private businesses. Not sure.

Brandon Ramsey - Please invite Bobby Melatti to come speak to this group.

Paul Brannock – should look at Virginia Arts Festival – it continues to grow and get good acts.

Bruce Williams - Need to promote locally as well as outside of the region.

Dome project – Council voting next Tuesday. AAA position is that we like the concept but hesitant about the number of restaurants and retail that are being proposed. Assumption that current restaurants/retail are at capacity. It is surf park, offices, residential, and more. Suggestion of VBRA to do a study – how many more locations/new square footage is needed

Public – Private partnerships – jobs, diverse economy, introduce exciting projects, decrease risk (is Dome less risk?)

Convention Center Hotel – new project. We’ll share more as we know it.

Holiday Lights – It was smaller this past year, cut off parking at lower streets, and shot people out at 22nd street – almost encouraging folks to leave the area. Not effective at bringing folks to Atlantic Ave. Black Angus Restaurant on 7th values parking more than holiday lights. Suggestion to figure out a way to keep parking and let folks go through lights.

Upcoming meetings/events -

Stakeholder summit with David Nygaard – Jan 21st 3-5pm at Doughboys 24th st.

North End Civic League – Jan 27th at 7:30pm at ARE.

Ron Williams – retreat – 1/24 field trip to Norfolk to see what they are doing.

17th Street Gateway Association – Mark DesRoches – infrastructure (roads & septic/sewer) needs at the gateway of the beach. Fix the core of the beach and it will feed into Atlantic Ave. Requesting funds through the Capital Improvement Program (CIP). We are going to their meetings and looking to work with them.

Membership – please join. Want new members. Want to engage the adjacent residential community.

New Business – Chief of police spoke that the police supports Live on Atlantic because brings families. One issue – parking lot issues around 18th street late at night. After 10pm no businesses are open on Atlantic from Oct-March. Police may recommend closing those 19th street surface lot at 10pm from Mid-Oct to Mid-Mar. Edge/Sandbar – comment that closing the lots will make it hard for his businesses.

Closing Comments & Adjournment - George Kotarides, President
 Attending – These guests checked in.

AFFILIATION	NAME
Africana Fest/Purple Inc Marketing	Daniels, Gerald
Armoured One	Mat, Vance
Atlantic Wildfowl Heritage Museum	Hightower, Lynn
Beach Bodies	Slusdir, Virginia
Bella Pizza	Harmoche, Ahmed
Bike Ads	Loizou, Christopher
Black Angus	Savvides, Chris
City of Virginia Beach	Creech, Karen
CVB	Archer, Emily
CVB	Weaver, Curtis
DesRoches & Co.	Desroches, Mark
DesRoches & Co.	Harvey, Robin
Dough Boy's	Kotarides, George
Dough Boy's	Kotarides, Stacy
Flipper McCoys/Marlin Investors	Furlough, Dwayne
Fun House / Mirror Maze	Johnson, James
HRC Concerns	Nery-Strickland, Sylvia
Iscream Ice Cream/Karma	Mauch, Michael
Jungle Golf	Midgett, Preston
Mid-Atlantic Technology Services	Christman, Bob
MOCA	Ryan, Gary
Monster Marketing	Crystal Holloway
Nightmare Mansion	Johnson, James
Ocean Horizon Properties	Windrow, January
Peabody's	Ramsey, Brandon
RAC	Cloud-Butler, Michael
Rockafellers	Baumann, BJ
Shaka's, Seaside Raw Bar	Levitt, Shawn
Smartmouth Brewing	Neikirk, Chris
Sunny Day Guide/Surfside East	Winslow, Clark
Sweet Frog	Kyriakides, Chris
Tautog's/Doc Taylor's	Gambrell, Bill
The Edge, Sandbar	Ross, Ryan

VB Gov	Diaz, Teresa
VB Gov	Warren, Kathy
VB Jaycees	Thompson, Jaketa
VBPO	wichtenctuhr, s
VIBE	Pittman, Kate
Vista Graphics	Davenport, Lisa
Vista Graphics	Thompson, Randy
	Calabren, Marcus
	Fields, Alex
	Lat Giglia, Mike
	Nygaard, David
	Reynolds, Chris
	Ross, Jack