



General Membership Meeting
Monday, October 1, 2018

- I. Welcome – President, George Kotarides - Acknowledge Board Members, City, Police, Party! On Atlantic sponsors.
- II. Minutes – Secretary, Chris Neikirk – Motion to accept minutes as posted on the website and emailed. Seconded. Approved.
- III. Treasurer Report – Chris Kyriakides - Membership Account - \$13,350, Event Account - \$5525
- IV. Membership – VP, Mike Mauch – review Mission/Vision, encourage membership. All information on the website.
- V. President George Kotarides – remarks
 - a. Atlantic Avenue is unique and distinctive destination, resort district in search of a brand. We are working to reinvent the resort district and with your help will encourage public and private investment that will help us grow.
- VI. Derek Mason – LocalVoice Media – Southside Daily – all local ads through 102.1
 - a. Editorial team – wants news
 - b. Local Voices – are invited to come speak on radio
 - c. They are helping with Party! On Atlantic – George Kotarides will go on radio to promote
 - d. 600,000 users for Southside Daily / Save30
 - e. Email him for more info [-derek@localvoicemedia.com](mailto:derek@localvoicemedia.com)
- VII. Parking on Atlantic Ave – Starts November 1 – March 30
 - a. Cornerstone of activate Atlantic Avenue
 - b. Free – 2 hour 11am-10am to accommodate bikers 25th- 6th
 - City is looking at extending it North of 25th right now it is just the core area identified by EDSA
 - c. New signage – will be temporary but better than last year
 - d. Mark spaces with temporary paint
 - e. No enforcement of 2 hour limit - need businesses to make sure their employees don't abuse it
 - f. Suggestions from membership that it start Sept 1 and run through Memorial Day
 - g. Work with this model this winter but may need to evolve change
- VIII. Party! On Atlantic –
 - a. On Atlantic Ave b/c 24th-25th
 - b. Fun Zone 2-4pm with DJ and Games
 - c. Live Music 4-6:30pm
 - d. Proceeds to Surf & Rescue Museum

- e. Want businesses to offer extra opportunities – can be on map that will be distributed
- f. Volunteer – go to website to sign up
- g. Need to promote – please take cards, posters, go meet with neighborhood Civic Leagues

IX. Dome Project –

- a. The Board had a presentation on the Dome Project and voted to send a letter supporting it with the note that we are worried about displacement with the level of restaurants shown on the plan (copy of letter is on the website.)
- b. The RAC also supports Dome project and sent a letter to the City – in their letter they also mention the Activate Atlantic Avenue initiative. Very good for us to have their support.

X. City – Kathy Warren (Introduced other staff attending)

- a. Dome – City and Developer are negotiating a deal and should have a decision this fall.
- b. EDSA - City brought in EDSA to look at the Atlantic Ave. corridor to see if they could make some recommendations for low cost improvements that could be easy to implement on a short term. Parking on Atlantic was one of the recommendations. They provided a final report with short term action items – (Report is on the atlanticavevb.com website under news)
 - 1. Hold special events in off season – that’s what Party! On Atlantic!
 - 2. On street off season parking
 - 3. Hold a “Better Block” – popups for short term
 - 4. Add Festive Lighting
 - 5. Hold a Projection Light Show – doing for Party! But may look into do on more regular basis
 - 6. Streetscape improvement – will take longer timeframe to complete
 - 7. Looking at other ways to get more people there in the off season
 - 8. SAP – updating the Strategic Action Plan – working to update
 - 9. CIP – looking to put \$ into budget for Capital Improvements along Atlantic Ave

XI. Public Safety –

- a. The Board voted to endorse our 10 ideas for clean, safe, vibrant resort. Document has been shown, discussed and vetted to: Councilman Uhrin, Deputy City Mgr Ron Williams, Dep City Manger for Public Safety Steven Cover, Chief Cervera, Captain Ronan, RAC, VBHA, VBRA, OEC, Joint Human Rights Subcommittee
- b. Want to get the City to approve and put some funding towards the initiatives
- c. Question/Comment re: College week – should plan something (deferred to new business.)

XII. What is next?

- a. Need to grow Association – please join, encourage others to join
 - Condo Associations, Civic Leagues, Neighborhoods, Businesses

XIII. New Business --

- a. Trash / Snow Removal – question – seems after Sept 1 the City doesn’t do trash or snow removal
 - Suggestion to use SeeClickFix – an app that you download – send problems and the City will fix it. Info added to Facebook
- b. College Week – question what is being planned during that week? Bill Dillon wants to form a committee to work to plan something as an alternative to what has happened the last 5 years.

- c. Bird Scooters – public safety issue. They just showed up all over the region. The City is looking into them.
- d. Lighting – really need to have it – brighter encourages folks to come out – incites safety
- e. Beach Events – Live on Atlantic - did folks see any increased foot traffic from the revamp of Live on Atlantic this year? Wasn't really promoted in City promotions. Recommend that Tourism include info about Live on Atlantic. We have some great energy along Atlantic Ave – need to promote it more. Work with City Marketing. Response from VB Convention/Visitors – They are working on campaigns right now- Boomers travel culinary, craft beer, wine lovers – millennials like outdoor adventure. Reviewing a Visitor Perception study – VB is known for live entertainment to the East Coast, want to build on that. November 11 meeting to share.

XIV. Adjourned 4:30pm.

XV. Next meeting will be in early January. Date/Time will be emailed at a later date.

Attending:

29th Street Associates	Windrow, January
Abbey Road	Dillon, Bill
Beachwear	Bar, Ayal
Bike Ads	Loizou, Christopher
Boardwalk Ventures, Inc.	Gordon, Stephan
City of Virginia Beach	Creech, Karen
CVB	Archer, Emily
Dough Boy's	Kotarides, George
Dough Boy's	Kotarides, Stacy
Fishbones Restaurant	Georgiou, Mike
Iscream Ice Cream/Karma	Mauch, Michael
Jungle Golf	Midgett, Preston
King of the Sea	Patel, Deepak
Kohr Bros	Hilson, Bonnie
Kyrus Enterprises	Kyrus, Thomas
MOCA	Coulomb, Andrew
Monster Marketing	Bailey, Melissa
Monster Marketing	Crystal Holloway
Nightmare Mansion	Johnson, James
Shaka's, Seaside Raw Bar	Levitt, Shawn
Smartmouth Brewing	Neikirk, Chris
Southside Daily	Mason, Derek
Sunny Day Guide/Surfside East	Winslow, Clark
Sweet Frog	Kyriakides, Chris
Tautog's/Doc Taylor's	Gambrell, Bill
The Edge, Sandbar	Ross, Ryan
the Edge, Sandbar, OBS	Baldwin, Billy
VB Gov	Diaz, Teresa
VB Gov	Ronan, Michael
VB Gov	Warren, Kathy
VBHA/VSA	Colson, Michela
Veer Magazine	McDonald, Jennifer
Vista Graphics	Thompson, Randy
WPL	Almond, Billy