



General Membership Meeting
Monday, April 1 - 3:30pm
Minutes

Welcome - George Kotarides, President

Minutes – Motion to accept. Second. Approved.

Treasurer's Report - Little over \$20,000 in account.

Membership – Lynn Hightower from Wildfowl Museum. Drive happening now through August. Bring a new business and encourage them to join!

New Marketing Director – Jaketa Clark – Will be promoting the businesses on social media and other. Reach out if you have things going on and she will promote it.

Advertising Opportunities – Four different publications offering sections for Atlantic Avenue that will promote the area as a destination. Deadlines are this week.

LOVE! On Atlantic – Sign and Art contest – Art Contest to design the art for the letters. Three different locations. Chris Buhner, Virginia Beach Schools, will promote in their weekly newsletter to 130 art teachers. Should get some submissions in next week or so. Should be great way to get some excitement for Atlantic Avenue. The LOVE! On Atlantic Art Contest is a step to get Atlantic Avenue recognized statewide as a Virginia destination. If you have a gift certificate that you would like to donate as prizes, please let George Kotarides know.

“No Cursing” signs – Recommendation to take them down. Oceanfront Enhancement Committee reviewing “signage pollution” at the oceanfront and trying to come up with a comprehensive vision.

Funding Priorities – Has been given to council members. We are hopeful that we will accomplish some of these objectives. Write up on the sheet handed out to everyone in the meeting. (attached.)

Party! On Atlantic presented by Towne Bank – Michael Mauch – First Saturday in November. Forming the committee now. Signup and Mike will reach out.

Restroom Initiative – Emily Archer, City of Virginia Beach Strategic Growth Planner, reported that there is a budget line item to add 3 new restroom locations and improved signage for current restrooms. Goes before City Council with the budget.

Parking on Atlantic – Kathy Warren Strategic Growth Area Manager – Will begin Oct 1 and go through April 15. Think it worked well. April 1 begins parking season so now the city has staff out there enforcing the parking rules.

Something in the Water – Deputy City Manager for Public Safety, Stephen Cover. Update on the upcoming event. 35K tickets sold. Know that folks that don't have tickets will also show up – maybe 15K-20K. Lots of congestion in our footprint. 5th street stage thru 10th street – screening on way in. There will be other events at the convention center. 31st and 24th street will also have some activities. They have not released the order of the musicians. Police coordinating traffic – encouraging folks to go to General Booth Blvd. Popup Church on 20th street 12-8pm. Park & rides – from Norfolk Chesapeake, etc. April 8 6:30pm community meeting at Convention Center. Going to be huge. Be prepared. City will keep folks in the loop. Trying to plan for it as best as possible.

Dome Project Status & Convention Center Hotel Status – will have a special meeting to discuss.

New Business – Jaketa Clark announced that she is self-nominating to fill the temporary seat on City Council.

Next General Membership Meeting – June 3 at 3pm at Smartmouth