



General Membership Meeting Minutes
September 4, 2019
3:00pm
Smartmouth Brewing Pilot House

Minutes

Welcome – George Kotarides

Watching Hurricane Dorian – thoughts are with folks in the Bahamas. Working together and helping to make resort great. Standing together – need to make investment – public and private to make it great.

Running for Council - Richard “R.K.” Kowalewitch, Guy Tower & Michael Berlucchi

Approval of Minutes from June 3, 2019 – Motion. Approved.

Treasurer report - Chris Kyriakides –
Membership account \$14K
Event Account \$7K

Status of our non-profit application as a "Community Welfare Association" - George Kotarides

We got approved! We are officially with a 501(c)(4). Not a mercantile nor lobbying organization. We are organized for the benefit of our community.

Status of projected lighting/art on Atlantic Avenue - Nina Goodale
Nina could not attend. Will update next time.

Lime Scooter update - Brian S. Solis, AICP, Assistant to the City Manager – Special Projects

- Another example of disrupting industry (Airbnb to hotels, Lyft/Uber to taxis)
- Want feedback about removing them east of Pacific Ave.
- City will do an RFP – to help control where they are, insurance and take some of the finances to improve mobility in the city – i.e. take money and

- put towards bikeways/pathways. Can also mandate management plan, maintenance plan, enforcement plan
- Question about enforcement & safety. Need to encourage those as fundamental issues.

Marketing: Making the Atlantic Avenue District a Destination - Jaketa Clark Thompson
Making Atlantic Ave a year-round destination.

Party! On Atlantic 3.0 - expanding to 3 dates - Oct 26, Nov 2, & Nov 9

Saturday, October 26th

31st Street Stage

3 - 4:30 Nature's Child

4:30 - 5:30 DJ Ty Street

5:30 - 7 Heather Edwards Band

Saturday, November 2nd

24th Street Stage

3 - 4:30 Strange Rootz

4:30 - 5:30 DJ Julz

5:30 - 7 Paper Aliens

Saturday, November 9th

12th Street Park (Waterfowl Museum)

3 - 4:30 LittKeys

4:30 - 5:30 Boisey

5:30 - 7 All That 90's Band

- Will have a sidewalk sale all along Atlantic Avenue.
- Entercom – will do social media posts/eblasts/on air promotions
- VB Nightlife will also help promote
- Printing a map of participating businesses – sponsorships to the event
- Ad in Beacon

RASAP update – BJ Bauman gave update – want to see multiple projects happening at one time. Committee is trying to think about the whole area. Plan is for 10 years, not next year. Recommending that certain projects move forward such as - Convention Hotel, Rudee Loop, mobility (trolley, bikes, scooters.)

George Kotarides – Atlantic Avenue has been working with RASAP on proposal for next 10-year plan. They've done a survey, defined boundaries. Thankful to have a seat at the table. Campaigning for Atlantic Avenue to be #1 in the plan. If we got 1/10 of the money that is going to the Dome Site it would transform Atlantic Avenue.

Membership drive report: Lynn Hightower – currently have 52 paid members goal is to get to 100.

Status of Dome Project – We sent a letter to City Council. Pharrell very involved in the initiative. Wants to bring people to the beach. Moving a person from LA here to help coordinate various projects. City paying for public parking & entertainment venue. No money going to other part of development. Team is looking at comparable markets – average spend in other cities -- \$1160=Austin, Nashville=\$1609, West Palm=\$1100, VB=\$583

Status of Convention Hotel – We support a convention hotel. No other update.

Setting 2020 Budget Request Priorities – Asked for restrooms, more money for public works and maintenance. Long way to go for meaningful money spent on Atlantic Avenue. November is when staff puts the CIP budget numbers together.

New & Old Business – Discussion ...

How summer business went?

SITW was good for lower part of Atlantic Ave. Nice vibe along Atlantic. Much better than the vibe of week 17 of years in the past.

Social media coverage seemed to be more positive this summer.

Average spend – lodging portion is going up, amusement/entertainment spend is going down.

Forbes foot traffic down.

Sweet Frogs revenue down.

Dairy Queen – commented that business is down, in real trouble. Had just renovated too. “We are rearranging deck chairs on the Titanic.”

Waterman’s – Atlantic Ave has to get cleaned up. Hotels should be involved.

IScream – aimed at tourists – traffic is down

Harvest – new product aimed at locals and it’s done well

SITW – Festival for 2020 under way – Red Rock LA company will be in charge. Footprint will be bigger. Looking to understand the flaws with the businesses.

Meeting adjourned. Next meeting will be in November.