



General Membership Meeting  
November 18, 2019  
3:00pm  
Smartmouth Brewing Pilot House

### MINUTES

Approve Sept 4th General Meeting Minutes – Motion. Second. Approved

Approval of 2020 Board of Directors – Motion. Second. Approved

Officers:

George Kotarides, Dough Boys, President  
Michael Mauch, IScream & Harvest, Vice President  
Chris Kyriakides, Sweet Frog, Treasurer  
Chris Neikirk, Smartmouth Brewing, Secretary

At Large:

Bill Dillon, Abbey Road  
Bill Gambrel, Tautogs & Doc Taylors  
Stephan Gordan, Boardwalk Ventures, Inc.  
Lynn Hightower, Atlantic Wildfowl Heritage Museum (Membership Chair)  
Stephan Michaels, Atlantic Avenue property owner  
Deepak Patel, King of the Sea  
Clark Winslow, Sunny Day Guide

Treasurer's report - Chris Kyriakides –

\$10,811 in Main Account

\$3,249 in Event Account – still have some income that has to come in

Membership report - Lynn Hightower

Currently have 63 members. Goal is 100. Reward current member who brings in most new members with free membership.

Lynnhaven River Now presentation – Vince Bowhens discussed how to be a sustainable business. Make VB the greenest destination on the East Coast. Have program called Pearl Business Program. \$75 fee, online application. Then business gets an assessment

with recommendations to become certified. If you are fully certified with VirginiaGreen then there is a reciprocal certification. [www.LRNow.org](http://www.LRNow.org)

#### Party! On Atlantic recap and AAA Marketing report - Jaketa Clark-Thompson

- Party! On Atlantic – 3 weekends, thanks title sponsors TowneBank & Venture Realty. More than 2000 people came out. Great engagement on social media.
- Marketing Report – make Atlantic Ave Vibrant District. Have LOVE signs and other murals.
- Visit VB Website – we can put our info on their website. Send info to Jaketa and she'll put it on their site. Part of the regional advertising. Members should take advantage

#### Tiffany Russell - local ad campaign VIDEO presentation

Having a local ad to residents to remind them of all the great things going on highlighting the resort area – funded out of the TIP fund. Approved by Council - \$100K. Produced in house. Print/Social/Media: 4 flights=Oct 23-Nov 30, Jan-Feb, Mar-Apr, Apr-May. Four corridors to focus on – Oceanfront, the Artery, Marina/Rudee, and Central Beach. 33K people have signed up for email list. Adara software tracks hotel/airbnb bookings, can also allow the City to see where the bookings are coming from. They are also looking to get credit card data that would show where folks are from who are spending money in a specific zip code.

#### Brief on transforming the Atlantic Avenue District – George Kotarides

We are 501(c)(4) with a mission is to assist in creating and promoting a positive experience for VB residents, visitors and businesses. Lots of great things happening and Atlantic Avenue has to be part of the puzzle.

RASAP – We are hoping to be a top priority.

Dome vote - tomorrow 11/19 – Mayor & Doug Smith have both said they think the Dome will help Atlantic Avenue.

What have we done for you lately –

- \* Free 2 hour curbside parking on Atlantic Avenue October until April
- \* Money budgeted for regional advertising for the first time
- \* Money budgeted for more and better public restrooms
- \* Small business incentives on the table to spur private investment
- \* Party! On Atlantic series increased this fall to 3 event dates - brings the community together and demonstrates what's possible
- \* Campaigning to bringing back a resort management entity

- \* Appeared before Council and have written numerous letters to Council about resort matters, including expressing not just concerns but ideas re Dome project
- \* Campaigned and wrote letters and were instrumental in helping change the restaurant sales driven public financing mechanism for the Dome project to one
- \* Campaigning for privatization of the CVB

#### New business/general discussion

Convention – 1500-2000 people coming in January contact Ted if you have coupons you want to distribute to the attendees. 757-717-2669

Kathy Warren – City of VB – survey planning for 20years. Please take it – visit this site: [publicinput.com/VBCompPlan](http://publicinput.com/VBCompPlan)

Resort Area Bike Racks - Parks & Rec fundraising to put in bike racks – Looking for sponsors. \$800 each - [contact@vbprf.org](mailto:contact@vbprf.org)