



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

MINUTES

- Approval of Minutes from the November 18, 2019 meeting. – Motion to approve. Approved.
- Treasurer's report: Chris Kyriakides – (get from George)
- Membership report - Lynn Hightower – have 68 members, need more. Everyone should reach out to their neighbor and get them to join. Easy to sign up on the website. George provided an update on AAA initiatives – Restrooms are coming to the Atlantic Ave, Street parking has been well accepted by the public.
- Community outreach and marketing - Jaketa Clark-Thompson – We have hired Jaketa and she is in charge of membership and promoting us in the community.
- SITW update – still on at this point. At the last City Council meeting there was an additional ask for \$900K from the TIP fund. Council will be looking into the request and voting at a future meeting. There were three council members in attendance who said that the council will be studying it this week. Members made comments about their experiences last year indicating that they did not see a lot of business from the event and they are hoping with the increased footprint this year that they will.
- Pearl Business/Green Tourism – Becoming a big deal. Encourage all members to join. Can be part of Virginia Green or Lynnhaven River Pearl Business.
- AAA FY2020/21 budget request to transform Central Atlantic Avenue - Kathy Warren
 - RASAP Plan is being presented to Council. Three main things:
 - Mobility Plan - bikes/scooters, etc.
 - Best practices of a central management entity
 - Streetscape Improvements – looking to refresh the pedestrian areas (last updated was 30years ago.) Will come in phases and will be done in concert with the Mobility Plan.These have to get into the City Managers budget first and then they will get put into the City's Budget for a vote by May 1.
- Party! On Atlantic 3.0 - Stacy Kotarides - We are planning for our 3rd event. Meeting next Monday, January 16. Please sign up or come to the meeting. Will need volunteers and sponsors.
- "Rediscover Virginia Beach" regional/local ad campaign / "OPEN" out of market ad campaign – should be starting soon. open for business, open minded, open to all kinds of things.

Advertising Advisory Committee (AAC) Meetings – working with the City on the promotions that the City is doing. City spends \$9M on advertising. Anyone is invited to attend.

- Virginia Beach "24 Hours of OPEN" community event March 28 –There will be a day on March 28 to beautify your business. Everyone is encouraged to do something to beautify their business.
- Old Business
- New Business –
 - Housing & Neighborhood Preservation – Presentation on Homelessness. (Attach the presentation) Panhandlers and Homeless are not the same. The goal is to get the homeless off the street and into housing. City is looking to engage with everyone in the next few months. Trying to reduce homelessness by 50%. Panhandling is different. The City will be doing education and media to let folks know to help them stop panhandling and inform the community to not support the panhandlers – to not give directly but give to non-profit organizations who support those folks. Will be following the success of the veteran's homeless program. The City has money and there is also federal funds. They will be adding staff by May to help as well.
 - Princess Anne Independent News – new newspaper – have boxes along Atlantic Avenue. Member of the VA Press Assoc. Trying to do local editorial.
 - Bruce "Snake" Gabrielson Surfboard Collection is looking for a home. If anyone has an empty building or an idea of where to display this, please reach out to Lynn Hightower at the Atlantic Wildfowl Museum.
- Adjournment – 4:45pm