



General Membership Meeting Minutes

Aug 3, 2020

3:00pm

Smartmouth Brewing Pilot House

- Approval of [June 1 Minutes](#)
- Treasurer's Report – Chris K  
Main account has \$12,000+ and event account has \$5,000+.
- Membership Report – Lynn  
Currently have 40 members paid this year. There are 36 members to renew from last year. Nominated Global surf network guy is asst membership chair
- Board election - D Nachnani from Coastal Edge was elected to the Board of Directors as an at large member.
- Marketing and Community Outreach Report – Jaketa reported Facebook likes are at 1060, post reach is up 49%. Instagram is at 206 followers.
- Party on Atlantic – Working with MOCA and Boardwalk Art Show to partner and incorporate Atlantic Avenue into the event. The event has been moved to Oct 24-25. Gary Ryan, MOCA Executive Director, reported that they are trying to weigh lots of factors for the event and will hope to have a decision in the next week as to whether it is going to happen. She did indicate that the BAS had decided that they are not going to have food vendors on boardwalk in future. They will be looking to partner with the local restaurants and shops to bring out the best that VB has to offer to the BAS attendees.
- Atlantic Avenue Association Initiatives – George Kotarides reminded everyone that it was three years ago in August 2017 that the group first got together. We have come a long way and are getting traction with City Council with our initiatives.
- Covid-19 - Presentation by Tamara Hartless, Virginia Beach Dept of Health. Ms. Hartless reviewed some of the Governor's Executive Orders for Covid-19. She answered

questions about enforcement and the regulations. She encouraged members to email her with specific questions – [tamara.hartless@vdh.virginia.gov](mailto:tamara.hartless@vdh.virginia.gov).

- Outdoor Cafes - Strategic Growth Office - Jenizza Badua spoke on new the Outdoor Cafe Regulations. They are being presented to various groups and then will be sent to City Council for a vote. When they are finalized, we can send a copy to all members.
- Convention and Visitor's Bureau - Bill Hambury, consultant and acting co-executive director. He reported that they are forming a CVB task force to review his 50-page recommended plan for the resort. If you want to be on it, contact him. He is temporary Exec Director of sales/marketing. Right now, occupancy at our hotels is down 31% for the year compared to last year. VB right now is outperforming other destinations. The CVB is running ads – \$5M campaign - They are targeting millennials and high value consumers, locally and in our markets. They are also looking at the convention center and how to compete with other markets. He also encouraged all members to take the “safe n clean” pledge on their website.
- CVB Website – has a page for the Atlantic Avenue Businesses. Stacy Kotarides is collecting information, logos and deals to post on the page. Please send any info to [stacykotarides@yahoo.com](mailto:stacykotarides@yahoo.com).
- Brandon Bledsoe from Entercom reviewed the ways that Entercom can help businesses expand their media presence. Not just on radio but on the web and through social media. Email Brandon for more info: [Brandon.Bledsoe@entercom.com](mailto:Brandon.Bledsoe@entercom.com).
- New Business - ECSC Surfing Competition – Will take place at this time. There will be surfing only and limited to 50 people at a time. It is the longest running surf contest in world and the largest surf charity in world. There are 300 surfers participating this year. To be involved, reach out to [George@ecsc.com](mailto:George@ecsc.com).