



General Membership Meeting Minutes  
November 9, 2020  
3:00pm  
Smartmouth Brewing Pilot House

MINUTES

- Welcome – George Kotarides
- Approval of Minutes – approved minutes from August 3, 2020 meeting
- Treasurer's Report - Chris Kyriakides – new members joined today – need more to join!
  - \$11,300 – Main Account
  - \$5,442 – Event Account
- Membership Report - renewals - Lynn Hightower
  - Currently 48 current members, 40+ owe dues for this year
  - Please tell your neighbors to join to support Atlantic Ave
  - Brochure with the benefits – see Lynn to get to take to prospective members
- Marketing and Community Outreach Report - Jaketa Thompson
  - Send Jaketa holiday specials – she'll post them
  - Small Business Saturday
- What has AAA done for you lately? - George Kotarides
  - Attached is open letter from President George Kotarides
- Sports Center Update - Nancy Helman
  - Link to video of the new sportsplex - <https://youtu.be/vQBe3lhgR8w>
  - Curtis Weaver - 757-385-6633
  - Partner Portal – all events are live – updated all the time
- ASAP 2021 Update - Entertainment, Resort Management, Parking, Block by Block (includes progress on RAMP - Resort Area Mobility Plan) - Preston Midget & BJ Baumann
  - PDF of presentation attached
  - RAC has lots of committees – anyone can go to their meetings
  - Working to improve Atlantic Ave – parking, entertainment, cleanliness/safety
  - Big things coming for entertainment – increase in budget
  - District Improvement Plan – more info to come
- "Windows of Opportunity" - Vinyl artistic coverings for vacant shops - SURF/ECSC themed art/Facilitating new small business start-ups - D Nachnani

- Have rights to surf artwork – could use to cover empty storefronts
    - Reimagine empty windows into windows of opportunity
    - Partnership landlords and local artists
    - If you have a window or a location, please contact D
  - Virtual Care Card - Rick Kresinske
    - Teledoc option for employees – inexpensive option to access docs and get prescription benefits
    - Willing to donate a monthly percentage of new members to AAA
    - Email Rick for information - manske.insurance@cox.net
  - Old Business
  - New Business
    - Atlantic Wildfowl Museum – DeWitt Cottage – Asking for nominations of daily heroes. Winners will win an event at the DeWitt Cottage. See link to nominate
    - Holiday Lights starts this Friday
    - 6<sup>th</sup> Annual Beach Clean-up – 17<sup>th</sup> Street - Nov 10 at 3:45pm
  - Adjournment – 4:30pm
  - Next meeting January 2021
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### **Support our community!**

JT Walk - Virginia Gentlemen

Please consider making a donation in honor of Josh Thompson

<https://www.vagentlemen.com/donation/>

Lynnhaven River Now - Volunteer

Community Tree Planting Project in Ocean Lakes

Friday, November 6, 2020 - 9am-3pm

email vince@lrnow.com to sign-up to volunteer

Family Fun Xperience (FFX Show)

Ribbon Cutting Ceremony - All are invited

Monday, November 9, 2020 - 5:00pm

## **United We Stand**

**We've come a long way in 3 years. Prior to the existence of AAA, resort stakeholders lacked a vehicle to bring interests together, and we lacked participation on important committees and subcommittees that greatly influence the direction of our resort. Prior to the formulation of AAA, either things got done without broad resort community input or nothing got done at all, but that unfortunate scenario is beginning to change.**

**We have worked consistently to highlight public safety and support of our police. We've worked to improve parking, especially FREE parking on Atlantic Avenue, and now advocate for FREE parking in city garages and lots for VB residents. We've also campaigned hard for the establishment a resort management office and pushed for major core resort infrastructure improvements, for bigger and better entertainment and for marketing the Virginia Beach resort to the region - not just out-of-market, as has been the unfortunate case for many years. ALL of these components work together. ALL are necessary for the clean, safe, vibrant and attractive resort we all want and deserve.**

**Even though we're in a global pandemic and have suffered along with everyone else, we mustn't be distracted from our mission to help build a better Virginia Beach resort community. Today, it all boils down to one document. We now have a unanimously approved City Council Resolution to make urgent infrastructure improvements along Atlantic Avenue, which includes conducting a Mobility Study and establishing a Resort Management Office. This Resolution was supported by a long list of Virginia Beach community groups, was passed unanimously by the Resort Advisory Commission and received a unanimous vote of approval by City Council.**

**Going forward, the timing and scope of improvements are most important. The good news is we have the Resort Area Strategic Action Plan 2030 to guide us, and we have a resort that is more unified than ever to help push things forward. Discussions are ongoing about the scope of improvements needed, but words like "think big," "renaissance," and "transformation" are being used to describe the magnitude. However, before numbers can be put to all this, the Mobility Study must be completed, and a committee has been established to do just that, the Resort Area Mobility Plan Steering Committee (RAMP). Several members of the Atlantic Avenue Association are on this important committee, whose findings will literally shape the future of the resort for decades to come. I can say that we are not talking about a few million dollars here. We're talking about hundreds of millions invested in core resort infrastructure improvements proposed over the**

**next 5 years - but we don't have 5 years to wait, do we! The myriad of problems we share and face are both critical AND urgent. So, what about 2021?**

**With the Sports Center now open and bringing new groups and families to our city, what can we accomplish ASAP for the 2021 season? First, we can establish a resort office with management and staff. We can develop a safety and security plan. We can greatly expand entertainment in both quality and quantity. We can initiate a comprehensive resort "clean-up" and maintenance program. And we can implement a pilot parking program that includes FREE parking for Virginia Beach residents in city garages and lots as well as better parking for resort employees. These are things that can happen ASAP and are in the works.**

**Virginia Beach has been renowned for decades as the Best Family Beach in America, but is this true today? Sadly, we have fallen short due to a lack of attention, lack of public and private investment, inadequate maintenance, lack of code and zoning enforcement, lack of vision, and fragmented resort advocacy. For three years the Atlantic Avenue Association has campaigned for much needed, long overdue changes in these areas, also known as The "Activate Atlantic Avenue" initiative, and we're finally getting a lot of traction. Most of all, the Atlantic Avenue Association has spearheaded the idea of a unified voice to express resort community priorities to city leadership. We have done this primarily by reaching west to our residential neighbors and east to our hotelier friends to find common ground.**

**For our resort to prosper in the future, an Atlantic Avenue Association must exist and must be vigilant, or the slow, painful deterioration will start again. It is vitally important that you plug into what we are doing, and just as importantly, AAA members must participate more in the many city committees and subcommittees that work to shape the future of the resort area.**

**Please don't hesitate contacting me or any board member about what you can do to help us build a better resort community or about any interest you might have serving on a resort committee. The future is bright, but it is in your hands.**

**United we stand.**

**George**

# RAC RESOLUTION ASAP PLAN

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# 2021 ASAP RESOLUTION

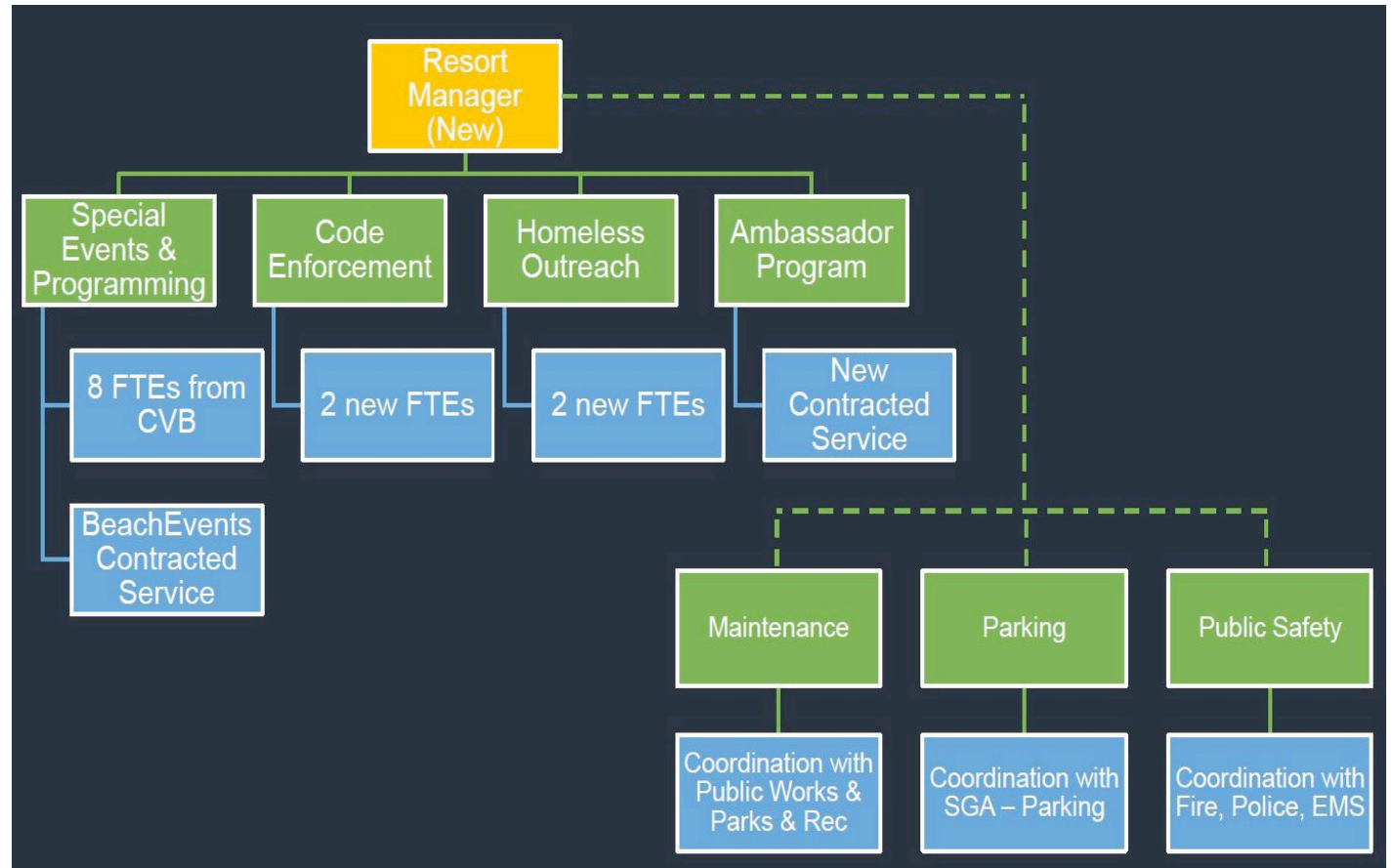
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NOW, THEREFORE, BE IT RESOLVED BY THE RESORT ADVISORY COMMISSION:

1. That City Council immediately re-establish a **Resort Management Office** physically located at the resort with a manager and appropriate staffing.
2. That the City complete the **Mobility Plan** called for in the Resort Area Strategic Action Plan within the next six months, so that the appropriate budget allocation can be made in the 2021 fiscal budget.
3. That the City re-initiate Friendship Patrols in conjunction with local churches and **increase Atlantic Avenue entertainment** programing to maintain a safe and friendly atmosphere for all visitors and residents.
4. That the City implement a **customer-friendly parking plan** with guidelines and hours of operation with public and private lots that put public safety as a top priority.
5. Authorize the Resort Management Office to implement immediate and continuing **maintenance actions** that can address the growing list of areas in need of immediate assistance.
6. That the City Council and Resort Advisory Commission develop a **Revitalization Program for Atlantic Avenue infrastructure** improvements that reflect the art, history and culture of Virginia Beach and will be funded in Budget Years 2021-2025.

# RESORT MANAGEMENT OFFICE

- We are requesting further information on the **Homeless Coordinators**, as well as an additional position for **General Maintenance and Cleaning**. Also requesting that this office opens in **January 2021**.
- Space should be allocated for a **design studio** within the Resort Management Offices.
- Ongoing discussions regarding the **location** of the office.



# SAFETY & SECURITY PLAN

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- Discussions are ongoing regarding the **Block by Block proposal**, increasing the police presence and the coordination with other **strategies to ensure safety & security** on Atlantic Avenue.
- Additionally, there needs to be a **nightly sense of “closure”**.



# Resort Ambassador Program

## Cleaning, Hospitality & Safety Services



### MANUAL CLEANING PATROL

Ambassadors circulate through assigned areas with appropriate tools to remove litter, cigarette butts, and graffiti, while also wiping fixtures, removing sidewalk stains and tending to any necessary detail within the public right of way. Additionally, Ambassadors will 'top off' trash cans found to be in overflowing situations.



### MECHANICAL LITTER COLLECTION

Use of a large litter vacuum that is deployed to make a quick pass of sidewalks and curb lines, particularly when there is less pedestrian or vehicle traffic out, such as in the early morning time.



### WEED REMOVAL

Removal of weeds and other unwanted growth in building lines, curb lines and alleyways through either spraying and/or cutting.



### GRAFFITI REMOVAL

Removal of tags (stickers, painted markings, etc.) from public infrastructure and first-floor businesses, usually within 24-hours of identification.



### POWER WASHING—FULL SIDEWALK

We are proposing weekly scheduled power washing of sidewalk and alley spills and stains.



### POWER WASHING—SPOT CLEANING

The most highly visible valuable washing services come in the ability to quickly respond to and eliminate spills and stains from sidewalks from everything from spilled sodas, to urine and feces.



### SPECIAL PROJECTS

Capacity is envisioned to carry out highly visible projects in the public right of way, which as examples could include painting street fixtures, deploying assets for place making or wooding and mulching tree wells.



### WALKING PATROL

Ambassadors circulate on foot in more dense areas of the districts to greet and actively engage the public.



### BIKE PATROLS

Ambassadors circulate on bikes to be more visible and efficient. They frequently lock the bike and circulate on foot to enhance engagement and business contacts. Bikes are not utilized after dark or during inclement weather.



### INFO KIOSK DEPLOYMENT

Ambassadors will deploy and staff a well branded info kiosk at times and locations to be seen by and maximize interactions with the public.



### BUSINESS CONTACTS

Ambassadors stop in at various merchants each day to spend between three to five minutes interacting with the merchant and sharing information. Details of each are documented in the SMART System.



### ENGAGEMENT OF THE STREET POPULATION

All Ambassadors are trained to safely engage members of the street population in order to build relationships and connect them with services, when possible.



### REPORTING AND INFORMATION SHARING

Ambassadors track any desired metric in the SMART System for sharing trends local partners, such as the police. An Incident Report is completed for any instance deemed to be out of the ordinary.

# ENTERTAINMENT

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The RAC appointed Entertainment Task Force has had two extensive workshops with IMG and senior City staff, regarding the **2021 entertainment program**.

The focus and direction of the meetings has been as follows:

- Take control of the environment early each evening by **providing the best family friendly coordinated entertainment** environment in our Parks and on Atlantic Avenue.
- Reach out to our City and regional residents to **“Come back to their beach”** through a minimum of 7 national acts per park for the summer season not including holiday weekends.
- Development of **targeted regional marketing** for Entertainment program.
- **Re-evaluate Fireworks** program by reducing two small displays to one weekly impactful 15-minute display.
- **Re-evaluate AMF** as to its current impact and benefit to the Resort.
- Explore **branding events for Memorial Day, Fourth of July and Labor Day** Weekends. The focus is to ensure every overnight visitor leaves our Resort with an amazing experience to share.

# RESORT CLEAN UP & MAINTENANCE

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- Update included in conjunction with the Safety and Security Plan.
- Current **cleaning standards will be evaluated** to determine baseline levels and what additional programs are needed. This will be **coordinated with any outside contracted service provider**.

# PARKING PROGRAM

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- Due to expected private and public lot operators and late-night business operators' **concerns with respect to the coordination of times** for both types of lots, this item needs further evaluation.
- Currently, we are evaluating the **need for smaller and more convenient public lots** throughout the Resort.
- We have not yet detailed a **plan for Employee Parking** and a **Free Virginia Beach Resident Parking Plan**. A cost benefit analysis must be completed for each specific parking program.
- The RAMP committee is continuing dialogue as it relates to **parking on Atlantic Avenue** and potential changes in traffic patterns.

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END