



General Membership Meeting Agenda
September 14, 2021
3:00pm

MISSION - The Atlantic Avenue Association's mission is to assist in creating and promoting a positive experience for Virginia Beach residents, visitors, and businesses along the Virginia Beach oceanfront, and specifically Atlantic Avenue.

- Welcome – George Kotarides
- Approval of Minutes -
- Treasurer's Report - Chris Kyriakides
 - Main Account – \$10,668
 - Event Account – \$5,441
- Membership Report - Lynn Hightower via email
 - 105 members / 67 current with dues / 38 dues due
 - 46 members are 2years delinquent
- Marketing and Community Outreach Report - Jaketa Thompson
 - Facebook
 - 1200 likes – up 50 likes since Feb 2021 – up 4%
 - FB Reach = 21,900
 - Instagram
 - 993 followers – up from 400 in Feb 2021 – up 43%
 - IG Reach = 5,156
- MOCA Boardwalk Art Show Update – Oct 22-24 – expecting large attendance
No other food options on the boardwalk. Three options to participate:
 - Host scavenger hunt poster/item that folks will come find
 - Offer a discount to attendees
 - Donate items to MOCA to raffle/give away
- Atlantic Park Update – Parking discussion about loss of parking during construction and after the Park opens. Sent letter to Council.
- Public Safety Update – Harry McBride
 - Presented a dashboard of the 2nd precinct – crime down 21%

- Was a burglar that hit a bunch of places on Atlantic Ave – caught him
 - Caught DBug the graffiti artist
 - VB is lowest in violent crime against cities of our size. They have taken over 100 weapons off the street.
 - VB – 275
 - Oakland - 3278
 - Kansas City – 2356
 - Quality of Life Issues - working on specific neighborhoods – trailer parks, buildings – City is working on Atlantis community
 - J1 Visas – find better living situations for those folks
 - “Last mile” to get employees from parking spot to work – looking at transportation system
 - Locating a substation on Atlantic Ave (thank you Stephan Michaels)
- Better Block "AVE" Update – 17th to 20th Streets – Debra Zywna
 - Demonstration project
 - How do folks receive deliveries
 - How do folks accept it
 - Develop partnerships with businesses
 - Thanks to Jaketa for getting out info
 - Goal is to develop a vision for Atlantic Ave
 - Love public art and bike lane
- Introduced Lisa new resort manager – on top of things in the resort area working on 5year plan
- Old Business
 - Bureaucracy of the City regarding the resort area – lots of levels/committees to go through to get things done. Looking at different organizational structure that is more nimble and able to get some things done. Some folks from Venture made a presentation to Hotel Assoc and Rest Assoc Boards. Hoping there are things that can push that along. New Ward system of government may change how we work with the city as well.
 - Sidewalks – question about renovating sidewalks. City took that money into the better block AVE project.
 - Sidewalks – paint from utility companies – City of VB sent letter to utilities to stop using the paint that they were using.
- New Business
 - Thanks D Nachnani for all his work on ECSC. Great event with new life and kept him going through the pandemic!
 - Can we have someone come next meeting report on what will replace rock n roll marathon
 - VB Detox Center – given grant money to buy Narcam (anti opiod drug) – want to distribute to businesses. There is an expiration date – just watch that date 3/22. Good Samaritan rule applies if you help someone – Narcam cannot hurt anyone so if you give it to someone who isn't od'ing it can't hurt them.

- Christmas lights – do something to spruce up Atlantic Ave to make folks want to come back after they drive through the lights
 - Landscaping Assistance – the ladies who maintain the gardens at the DeWitt Cottage are happy to give advice about what to plant at your business to beautify it. Contact Martha Davenport – thedewittcottage@gmail.com 757-437-8432
 - Gingerbread house competition at the DeWitt Cottage over the holidays with photos with Santa.
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- Commissioner of Revenue – Phil Kellam – incumbent running for re-election
 - Treasurer – Laura Hvar – running for office

Next meeting

November 15, 2021 - 3pm