



General Membership Meeting Minutes  
November 15, 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
- Minutes from June meeting approved.
- Bylaws Revision – the Board approved amending the bylaws. Essentially removing limits on the number of terms. Board members and officers are elected and re-elected every year.
- Election of Officers – the General Membership elected the following slate of directors:

D. Nachnani - President  
Mike Mauch - VP  
Chris Neikirk - Secretary  
Tim Ritter - Treasurer  
George Kotarides - Immediate Past President  
Lynn Hightower (membership chair)  
Emeritus - Clark Winslow

Paul Brannock  
Bill Dillon  
DeWayne Furlough  
Bill Gambrell  
Stephan Gordon

Chris Kyriakides  
Stephan Michaels  
Deepak Patel  
Jaketa Thompson

George Kotarides as outgoing President gave some parting words. Thanked the Board, other members and his wife Stacy who helped him get the AAA to where it is today.

D Nachnani accepted the President role and took over leading the meeting.

- Treasurer's Report – Tim Ritter - \$12,500-ish in the main account
- Membership Report - Lynn Hightower  
107 Members. 56 paid and current. 51 owe dues asap.
- Marketing and Community Outreach Report - Jaketa Thompson  
Jaketa has resigned as the outreach coordinator.

- Atlantic Park Update  
News in the paper. Cost overruns, delays, possible more public input. Still hearing that it is moving forward.
- Something in the Water  
Pharrell is not thinking of moving it to Norfolk. May come back in 2023.

Some discussion about bringing other music acts to the City including Shagfest.

- J1 Affordable Student Housing Discussion – Michael Woodhead, Consultant working with the CVB - [vtwoodhead@gmail.com](mailto:vtwoodhead@gmail.com) City looked to find a private sector partner to build affordable housing. Dormitory style. Found a local RE rep looking for property. Could not find a solution to find public land to make it possible. Worked with Captain O’Brien with the 2<sup>nd</sup> precinct – very aligned on this issue. Safety is paramount for these groups. They may have found a location if the city can help subsidize the cost of the land. Ideally if they could get a deal done, construction could maybe open 2023 – but now realistically by 2024. Working with the City. 1400 students is the number of J1 students that may be required during the season. Some hotels currently offer their own housing for their J1 students.
- Sports Center Update – Nancy Helman  
The US recently opened the borders to vaccinated individuals from overseas. Good News. New campaign that Virginia Beach is open to visitors. City is launching a Holiday Campaign – “together for the holidays” focusing on the entertainment options in the whole region. Sports center had 1 year anniversary. Expecting a bigger year next year. All attendees are sent to the VisitVirginiaBeach.com website.
- Better Block "AVE" Update – demonstration is still going on. Moved tables out to street, moved barricades. No on street parking in those blocks.

Thank you to Lisa, the resort administrator, for working on getting parking on Atlantic Avenue.

- Old Business
- New Business –
  - Christmas Lights - Sandbar, Chemistry will be doing holiday lights. Encourage other businesses to participate. Atlantic Avenue may award prize \$ to businesses that decorate for the holidays. Could be something ongoing for every holiday. Will discuss more.
  - Pearl Business – Lynnhaven River Now – encourage businesses to get certified. There are certain requirements.
  - SAFE Alcohol Training - December 4 at Peabody’s
- Adjournment – Next Meeting February 7, 2022