



General Membership Meeting Minutes  
February 7, 2022  
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
- Approve Minutes from last meeting
- Treasurer's Report - \$11,153 in main account / \$5,441 in events account
- Membership Report - 114 past and active members, 51 are current, 63 are delinquent
- Sports Center Report / Plex Perks – Sports Center handed out events list for next few months. Also encouraged members to join their portal so that they could keep in touch with the groups coming in. AAA is creating a new app for attendees – all members can put their info on it. More info coming soon.
- Lynwood Branch, City Councilman – Thanked members of the AAA for working on city committees. City going to invest in Sports and Events – and parking. \$75 million in CIP for new parking. City will be doing RFI for Rudee Loop. Other future projects – telephone poles off Pacific, finish 17<sup>th</sup> street, Atlantic Park. Always watch the funds in TIP=infrastructure capital improvements, TAP=advertising
- Public Safety Report – no report today. Service for a fallen officer. Moment of silence in his honor.
- J&A Racing Opportunities – Shamrock race and Wicked 10K are big races. Racers like to be welcomed. They will have posters to welcome runners by the first part of March.
- Resort Area Mobility Plan (RAMP) Report – Report is almost ready to go to City Council. Street parking in the off season is not part of the plan. It was not high up on the surveys of what folks wanted to see. More outdoor dining, bike lanes and wider sidewalks were more requested. They are still trying to see if there is a way to make it work on certain blocks. Lots of discussion about the benefits of on street parking and how much the stores and restaurants on Atlantic Ave.

- There is a microtransit pilot program that will operate for a year. Microtransit will be able to go into the neighborhoods where the trolley can't. Will cost the City \$500K for 5 vehicles for this pilot program. VGo is the app that shows where parking is available in the resort area.
- Virginia Beach Tourism – Visiting Journalists & Tour Operators – 300 Tour operators and 50 journalists. Bring items to put in goody bags for the writers to D's Office by Thursday - 1724 Virginia Beach Blvd #103
- Old Business
- New Business – Plastic bag fee – Lynnhaven River NOW, the Aquarium and Eco Maniac Company are proposing to the City of Virginia Beach to join many cities in the rest of the state to ban plastic bags in grocery stores, convenience stores and drug stores. They want the support of the AAA.
- Adjournment