



General Membership Meeting Minutes
April 4, 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 - \$11K main account / \$6K in the event account
- Membership Report – 108 / 52 current / 56 up for renewal
- Public Safety Report – Operation Oasis

Lots of officers scheduled for the College Beach weekend. They'll be around Atlantic Ave as well as traffic control on the highways. We want people to feel welcome but to also feel safe.

Community Advisory Committee for the 2nd Precinct. AAA will be sponsor and host Musters at VB Middle School – a place for them to meet during their shifts. AAA is looking for members to donate food/beverages to the muster location. Looking for financial donations, in-kind donations (food, beverages) or help setting up/cleaning up the space. Please reach out to Lynn Hightower to sign up - director@awhm.org

AAA members will also post signs in their windows that let officers know that their space is available for rest, water, phone charging, etc.



- Fire Marshall – will have a heavy presence this weekend as well. They may be paying visits to businesses that have assembly permits to come through doing some inspections. Looking for lighting / exits, etc. Watching for occupancy loads and other permit violations. Fire investigators and inspectors.
- Sports Center – new App created by the AAA that will be used for folks coming to the Sports Center. They will be able to receive updates and info about area restaurants/attractions that have offers for them.



- Old Business
- New Business –
 - Neptune Festival – Kit Choate, Director of Festival – 40 events throughout the year. Working to staying relevant: Craft Beer festival, Sand sculpture Competition, Race, Music concerts, etc. Economic Impact – of the 3-day festival at end of Sept – 90% room occupancy, 48% locals, 52% out of area. \$23.5M economic impact. Looking to expand and enhance. Add Projected Art? Can have video promotions throughout the state.
 - VB is at full employment – last year we didn't know at this same time. HR Workforce Council has a consultant that is looking at developing a long-term plan to grow a workforce. Hotel occupancy is looking like a record summer – will need a workforce to support it. Not having enough employees is a barrier to realizing the best economic benefit of this growth trends. They are still working on finding housing which is critical to attracting the workforce we need.
- Adjournment