



General Membership Meeting Minutes
June 7, 2022
2:00pm

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 the April 4, 2022 meeting – approved

Public Safety Report – Capt O'Brien provided a report. There was a shooting recently, but the suspect was apprehended. Shots fired didn't pick it up. Cameras helped. The civil disturbance team is now on bikes – can respond quickly. Now have medics on teams as well. The night of the shooting was effective. Cooperation with bars has worked very well – bars have stepped up security as well. Two robberies - -one at Neptune Statue not solved yet, 2nd robbery officers got footage from cameras for a robbery and were able to apprehend the suspect on 264 and make an arrest. Crime is down 50% for the year. ABC officer on site. Work together. Sound ordinance – waiting for approval. Can't arrest people for bad language blasting, can only make them turn it down.

Linwood Branch – City Council Representative

- Public Safety increase in the new budget. Hoping that will help to recruit so we can get to be fully staffed
- TIP Fund – handout with historic spending of the TIP fund. Budget for TIP fund for next 7 years (see attached)
- Atlantic Park project – still on schedule. Hoping to close on the deal by the fall.
- Rudee Loop – RFP out to redevelop that area
- J1 Employee Housing – looking for property to house them

Worth Remick – Candidate for City Council - spoke about running for City Council.

Phil Kellam – Commissioner of the Revenue – can run reports on taxes generated at the oceanfront.

Treasurer's Report – events \$5441, main account \$10028

Membership Report – 119 members, 53 paid active, 66 delinquents, 18 up for renewal, 11 new members in 2022

Resort Area Mobility Plan (RAMP) Report – Final report will be discussed at RAC and they will be making recommendations to City Council.

Parking on Atlantic Avenue – the new proposal from Rob Fries and the parking department is going to City Council tonight. The AAA Board approved three motions:

1. The Atlantic Avenue Association supports free off-season on-street curbside parking on Atlantic Avenue Oct-April in future resort parking and mobility plans.
2. The Atlantic Avenue Association supports increased on-street parking on side streets with angled parking up to 171 spaces, but we do not support removing 550 public parking spaces during the Dome build without replacing them with equal or greater nearby parking prior to construction.
3. The Atlantic Avenue Association does not support the city's new parking fee proposal, especially the “dynamic” parking fee structure up to \$22.

Some discussion about having a group meet to brainstorm some other parking ideas including creating a partnership with the public lots, subsidizing the driveway app, or other creative solutions.

Atlantic Perks App for attendees at the Sports Plex that can show businesses that are available near the Sports Plex. Open for all members of AAA. Join the AAA on the Atlanticavevb.com. A form to submit info for the app will be sent to all members.

Old Business

New Business – Planters are a great way to spruce up business entryways. Angela Keavenly discussed various options.

Adjournment