



General Membership Meeting Agenda
September 14, 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, specifically Atlantic Avenue.

Welcome & Introductions

Approve Minutes from June 7, 2022 – Motion to approve. Second. Approved.

Treasurer Report – main account \$14,036, event account \$5,441.

Membership Report – Lynn Hightower is out today. Tim Ritter gave his report. We currently have 80 members, 30 up for renewal. Sheets of information on tables, please update your contact info.

Public Safety Update – Violent crime is up, and Property crime is down. They are working to keep our numbers down. We are still lower than the surrounding cities. Discussed the successful weapon recovery program and homeless clean-ups that are happening citywide. The Atlantic Avenue Substation is under construction. They shared the layout, including meeting space, desk space, and storage. Will be excited when it is finished. Lastly, they reported that they host ABC meetings every other month or so and encourage every ABC establishment to participate.

Atlantic Park Update – Preston Moore presented renderings, schedule, construction plans, access/parking, and leasing update. Oct 3-10, 2022, is the anticipated lot and street closure timing. Work starting approximately Nov 2022. It is a \$300M project. They are hoping for financial closing by the end of the year. Expected to take 24 months to construct.

The HIVE - Economic Development Presentation – The office has many programs to help businesses thrive. Please reach out if you need any help. Ihsane Mouak – imouak@vbgov.com.

Atlantic Perks App Demonstration/Q&A – Want all AAA members to participate. Please sign up. The app will be promoted at the Sports Center.

<https://clients.anchorsmedia.com/m/plexperks/?appcode=plexperks>

Upcoming Events – AAA can help promote and see more traffic

- Neptune Festival 9/20-10/2 -
- MOCA Boardwalk Art Show 10/20-22
- Wicked 10K 10/28-29

Old Business

New Business

On-street parking – Lisa with Resort Office asked for some feedback regarding the on-street parking program during the off-season of Oct 15-April 1 for 5th-38th streets. The city is trying to accommodate the Holiday Lights traffic in the program. They are exploring three options and would like our feedback:

- Options keep as last year which was full on-site parking from 38th-5th from 11 am-11 pm no restrictions. One of the Northbound lanes was used for Southbound
- Don't start on-street parking until Jan 1
- Only allow on-street parking until 2 pm in the 17th-5th street area for Holiday

Adjourn