



General Membership Meeting Agenda
November 29, 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
 - Tim Kellem, Commissioner of the Revenue
 - Worth Remmick, Councilman-elect
 - Ann Ferrel Tata, State Representative
- Approval of Minutes from Sept. 15, 2022 – motion, 2nd, approved
- Election of Directors and Officers - 1 year terms. Motion, 2nd, approved.

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

Paul Brannock
Bill Dillon
DeWayne Furlough
Bill Gambrell
Stephan Gordon

Chris Kyriakides
Stephan Michaels
Deepak Patel
Jaketa Thompson

- Treasurer's Report – Tim Ritter
 - \$14036 in main account, \$5441 in event account
- Membership Report - Lynn Hightower
 - 108 members / 58 active and paid up
- Public Safety Update – Captain O'Brien
 - Officers doing great job of getting guns off the streets.

- Technology is helpful – 70 cameras being monitored. Teamwork approach of businesses helping and making camera footage available.
 - Reduction of property crimes in the 2nd District
 - New technology in ballistics – getting info back right away
 - Shots fired and shell casings now can be tracked very quickly
 - New payroll and communication system very helpful
 - Quality of life along VB oceanfront – trailer park, homeless encampments
 - Homeless crime – substance abuse outreach workers and mental health workers – need to address right now
- Something in the Water Update – Ken McDonald, music festival producer helping to put it together. Taylor Adams coordinating with the City
 - Last weekend in April
 - Friday, Sat & Sunday - 12-11pm
 - 3rd – 11th street
 - Pop up church will return
 - Marketplace that they did in DC
 - Restaurant Assoc – involvement
 - Will be more info forthcoming about transportation for business employees
 - Any suggestions please reach out
- Holiday Lights Bike Ride – Feedback – Bobby Melatti –
 - Atlantic Wildfowl Museum saw a huge crowd
 - Asked members to fill out the survey
- Transportation Planning and Pedestrian Committee (TPPC) Update – Chuck Cayton, Chair
 - RAMP – Resort Area Mobility Plan - 2+ years of studying the project – final recommendation going to City Council
 - Create a subcommittee to advance the RAMP
 - Develop an on-street parking strategy
 - Develop an employee parking plan – make sure there is adequate parking for employees in the Resort area.
 - Freebee was one of the programs that came out of the RAMP study. The City tried a pilot project that was very successful.
 - CIP projects – Roadway project (has some money allocated) and streetscape project
- Atlantic Perks Update – Tim Ritter
 - Creating an app that visitors can use to find what is happening on Atlantic Avenue
- Old Business
 - New Business
 - Worth Remmick, Councilman-elect
 - Referenced the 2.1B spending impact of visitors (economic impact document attached)
 - VBRA – Restaurant Week Jan 16-23

- Partnering with the hotels to offer a package
- Gingerbread house competition at the DeWitt Cottage
- Commissioner of the Revenue – micro reporting
 - 1570 businesses in the resort area
 - 65% generate \$300K or less – recommending changing the tax for them
 - 4 wholesalers
 - 286 retail businesses (shops, restaurants)
 - 446 service businesses (hotel)
 - 186 professionals (dentists)
- Adjournment 4pm