



General Membership Meeting Minutes  
March 8, 2023  
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
- Approval of Minutes from November 29, 2022 – Motion Approved
  
- Treasurer's Report – Tim Ritter –
  - \$14036 in main account, \$5441 in event account
  
- Membership Report - Lynn Hightower – 125 current members, please pay and keep your membership current.
  
- Atlantic Avenue Improvements – Guidelines
  - New improvements coming to Atlantic Ave. Please review the [presentation](#) – click on the link. Send any comments to [ehorton@clarknexsen.com](mailto:ehorton@clarknexsen.com)
  
- Public Safety Update – Captain McBrien
  - The substation coming online in April
  - Planning for lots of events – Shamrock, SITW, Country Music, etc..
  - Have a plan for manpower including sheriffs
  - Working on helping the homeless – increasing outreach/funding substance and mental health counselors
  - SITW - 17<sup>th</sup> South will be restricted
  - ABC Training on April 4 – 3pm – FFX 206 16<sup>th</sup> Street
  - Lock-it or Lose-it to tell folks to lock their cars
  
- Beach Events Update – Wiliam Younce, Beach Events - [beacheventsvb.com](http://beacheventsvb.com)
  - SheCrab Fest – 2 hour event – bring folks down and have them stay and visit other businesses
  - Jeep event – November 3 day event – Friday have a vet and family member
  - Bulls & Barrells Beach Rodeo – Mid-April – VIP tix sold out
  - Music along Atlantic Ave – add characters on the Ave
  - Kitefest, Chalk the Walk
  - Holiday Lights – new task force to look at how to expand beyond just the lights

- Party on Atlantic – new initiative – revising and improving our party from 2018
  - 52% of visitors are not staying in hotels
  - Want an event that brings folks out on Thursday nights to extend the weekend
  - 11 weeks - every Thursday in the summer
  - Looking to close the block between 24th and 25th Street and the 24th St Park.
  - Live bands on the street 5:30pm-8:30pm – 1 block
  - EDM in the park after the bands finish
  - Looking for sponsorships
  - AAA Board has pledged \$5K
  
- Something in the Water - Ken McDonald
  - Putting the great team together to make this happen.
  - The event will be on the south end of the beach
  - Also using other stages for other activations
  - April 18 – Mount Trashmore event celebrating the community
  
- VB Restaurant Assoc – “Something on the Menu”
  - VBRA putting together an advertising opportunity for all restaurants city-wide to promote their businesses. They will be promoting all the businesses on TV, Radio, and websites.
  
- Shamrock Marathon – Tom Fostwick J&A Racing
  - 25K runners
  - Over by noon – looking for food and things to do
  
- Atlantic Perks Update – Tim Ritter



Atlantic Perks App Sign-up  
 Add your info to the app that is used by all the guests at the Sports Center!

- Old Business
- New Business
  - There will be construction for 3 weeks along Atlantic Ave for sidewalk improvements – will send out info to all members
  - Virginia Green Conference at Convention Center – use code LRNOW to get 25% off registration fees
  
- Sharing – 10 seconds per attendee
  - Approximately 50 people gave brief introduction of themselves and business
  
- Adjournment – 4:30pm

Next Meetings –

June 14, 2023

September 20, 2023

November 15, 2023