



General Membership Meeting Agenda  
June 14, 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 – approx. 40pp in attendance.
- Elected Officials – VA State Delegate Ann Ferrell Tata & City Council: Worth Remmick, Rosemary Wilson
- Approval of Minutes from March 8, 2023 – Motion Approved
- Treasurer's Report – Tim Ritter
  - Main Account \$11,604.50
  - Event Account \$5441.65
- Membership Report - Lynn Hightower
  - 119 Active Members
- Public Safety Update – Captain McBrien
  - Busyness at oceanfront
  - Violent crime is down 45% from last year
  - Larcenies down 35% - lock your car and don't leave items inside. Broke up a gang and that seems to have helped reduce crime
  - Working out of the substation! Officers love it. Will be having a grand opening soon. Thank you to AAA and City Council to support it.
  - Beach It – minimal road closures except for South of 17<sup>th</sup> St. when the concert is over
- Police Golf Tournament – 2<sup>nd</sup> Annual – Sept 25, 2023 – 9am shotgun at Honey Bee
- Beach Events Update – Wiliam Younce
  - 17 & 24<sup>th</sup> parks have entertainment every night
  - Closed streets b/w Atlantic & Pacific on 19<sup>th</sup> & 23<sup>rd</sup>
  - Beacheventsvb.com
  - 29<sup>th</sup> Street – Hispanic Festival this weekend
  - Chalk the Walk Art Festival this weekend
  - 27<sup>th</sup> Street – Every Thursday Cinema Night
  - 17<sup>th</sup> or 24<sup>th</sup> street park - 10 weeks Wed nights live music
- Beach It Festival – Bill & Ashley Resort Management Office - Great Team working these events
  - Nostradamus Festival this weekend
  - Beach It festival – June 23-25 – 7<sup>th</sup>-Jetty – Closed 3<sup>rd</sup> street South
    - Boardwalk open
    - Three-day festival
    - 2<sup>nd</sup>-8<sup>th</sup> streets

- Jackalope Festival – 31<sup>st</sup> street event – Great event, hopes to be bigger next year
- Beach Tech Summit
  - New event proposed by Third Rock Events (VA Arts Fest, Grand Illumination Parade, etc.)
  - October 2024
- Fall Festival – in discussions
- Resort Report – Lisa Bleakley – resort@vbgov.com
  - Resort Compliance is out to make sure our beach looks as good as it can.
  - Homeless Outreach Team is out working and can be a resource if you need them
- Fire Department – Here to encourage businesses to comply. Happy to answer questions.
- Old Business - none
- New Business – Entertainment-Driven Public Safety – working to have public safety officers embedded into the events & community. AAA is working on this as new initiative.
- Sharing – 10 seconds per attendee
- Adjournment

Next Meetings –

September 20, 2023

November 15, 2023